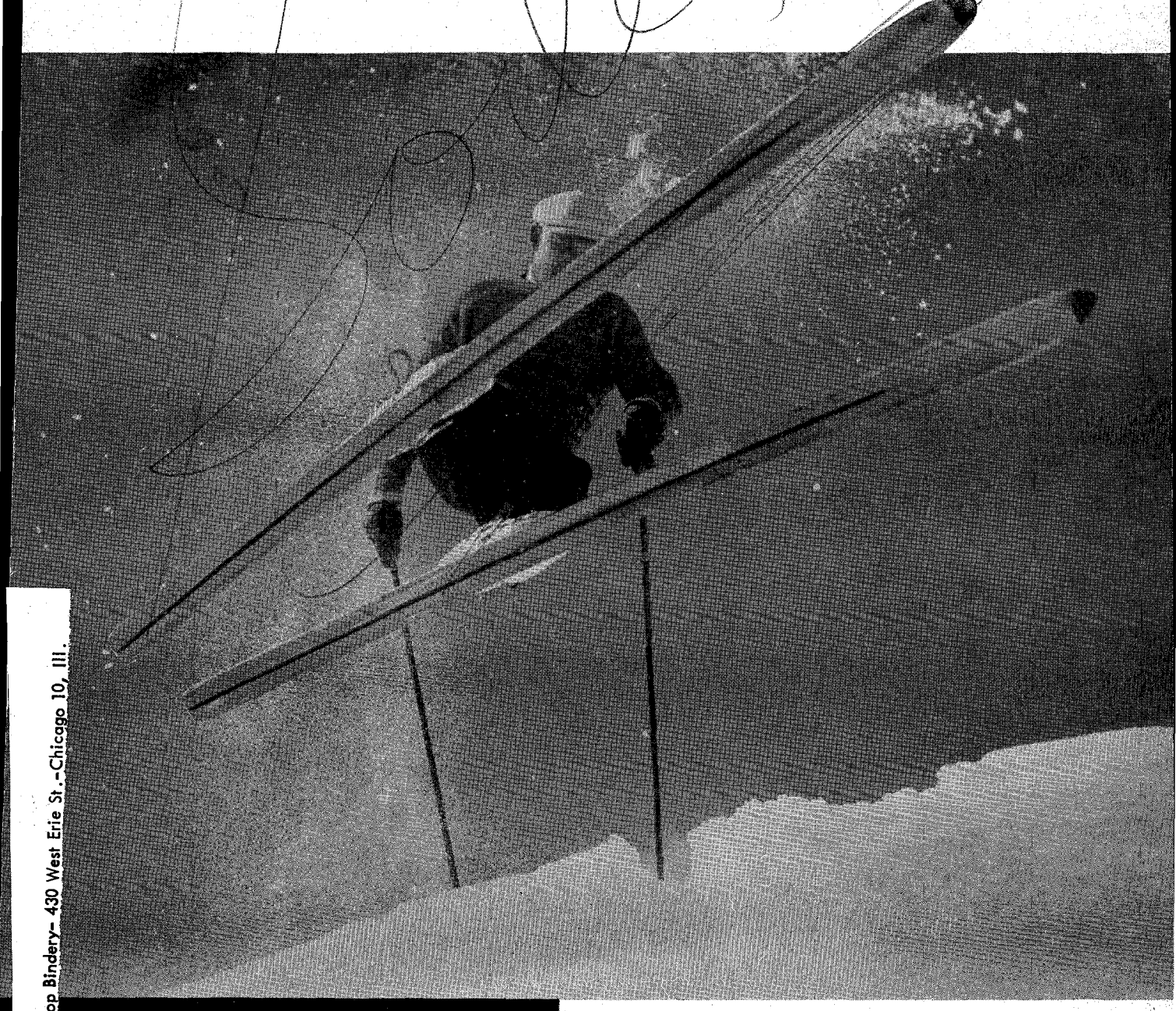
RECREATION MANAGEMENT

JANUARY, 1958

THE NATIONAL MAGAZINE OF RECREATION IN INDUSTRY



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INDUSTRIAL RECREATION COMES OF AGE ..... page 14

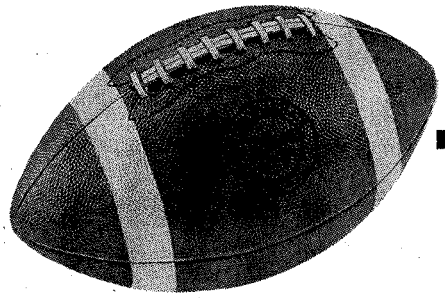
EVERYONE GETS INTO THE ACT! ..... page 16

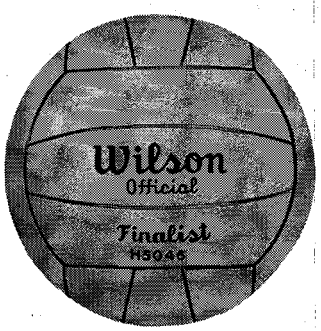
IS THE BOWLING SEASON TOO LONG? ..... page 18

IN THE GOOD OLD DAYS! ..... page 24

Wilson RUBBER COVERED FOOTBALLS

Tops for feel and sure ball handling. Absolutely waterproof and virtually scuff and puncture proof! Models for all levels of play.



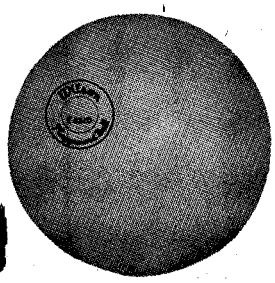


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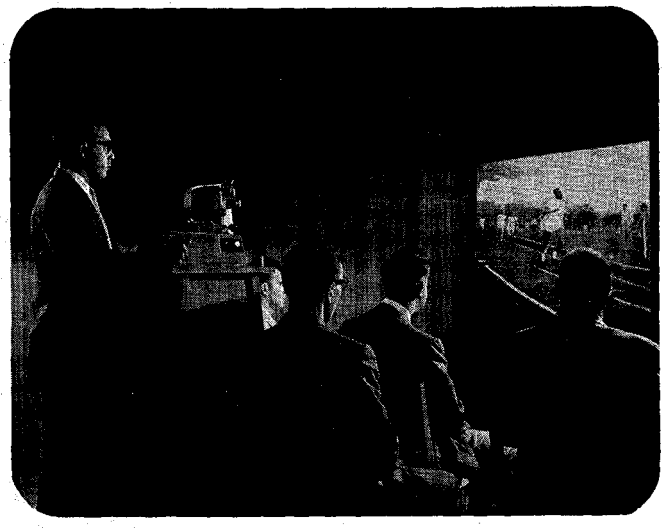
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RM N.I.R.A. NEWS

Founding Fathers Review History with Advent of Recreation Management

The idea of an Industrial Recreation Association gained momentum at the 1940 National Recreation Congress in Boston, Mass. A year later when the Congress met in Baltimore, Md., the RECREATION ASSOCIATION FOR AMERICAN INDUSTRY was formed. Some of the farsighted industrial recreation leaders at that founding meeting were **Wiliam T. Prichard,** General Motors, Corp., Detroit, Mich., **Robert Turner,** West Point Mfg. Co., West Point, Ga.; **D. J. McLain,** Consumers Power Co., Jackson, Mich.; **Ted Prichard,** City recreation director, Flint, Mich.; **Ormond Rewey,** Industrial Mutual Association, Flint, Mich.; **Victor Vernon,** American Airlines, New York, N. Y.; **John Callahan,** General Electric Co., Schenectady, N. Y.; **Roland R. Hitchens,** RCA Victor Div., Camden, N. J.; **Larry Wittenberg,** General Motors, Detroit, Mich.; and **James F. Walsh,** Chrysler Corp., Detroit, Mich.

The Association's first president was **Dr. Floyd R. Eastwood,** then director of the recreation curriculum at Purdue University, Lafayette, Ind. Under his leadership financial assistance was gained from the **Athletic Institute,** Chicago, Ill., and the association was incorporated as a nonprofit service organization under the laws of the state of Illinois on November 12, 1941 with offices at Purdue

By July 18, 1948 the membership had expanded over the nation and the name was officially changed to the National Industrial Recreation Association. Today the association numbers over 800 companies and provides services for approximately 5,000 United States and Canadian firms with employee recreation programs.



Convair's new $300,000 employee recreation center.

Fort Worth Predicts Record Attendance for 17th Annual Conference & Exhibit in May

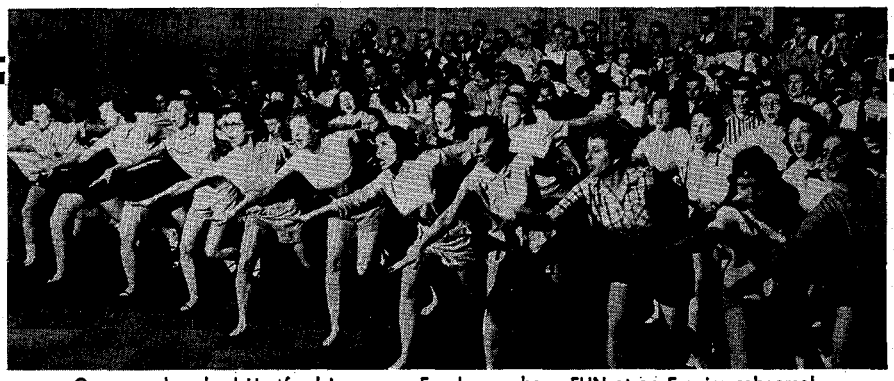
Tom Croft, N.I.R.A. Vice-President, and **I. B. Hale,** both of Convair, Division of General Dynamics Corp., Fort Worth, Texas, and co-chairmen for the 1958 National Industrial Recreation Conference and Exhibit in their city, predict a record attendance for the four-day meeting next May 18-19-20-21 at the Texas Hotel.

In addition to a full slate of training sessions, keynote speakers and discussion panels, the program will include a tour of Convair Recreation Association's new $300,000 recreation center. The program at the CRA Area calls for a Chuck Wagon dinner, rodeo, square dancing and a "Night In The Old West" Festival.

A COMPLETE **TWO-WEEK** Recreation **PROGRAM**

Costs only a few cents for each Employee

YOUR EMPLOYEES WILL HAVE **TWO FULL** WEEKS OF **FUN** STARRING IN THEIR OWN **BIG MUSICAL COMEDY**



Over one hundred Hartford Insurance Employees have FUN at an Empire rehearsal.

IT TAKES NONE OF YOUR TIME; WE FURNISH EVERYTHING except the people and the stage!

Employee shows are not new. BUT a complete EMPIRE package that includes direction by a professional director, scenery, costumes, make-up, scripts, advertising posters, all royalty payments, and a complete outline of what to do and how to do it, IS NEW!! Over 85% of our cast members have had no experience in dramatics or music. And the cost? In most cases the income more than pays the cost of the entire package and it takes none of the recreation director's time.

Here Are Some of Our Clients:

We are proud to list among our clients, companies such as John Hancock, Hartford Insurance, Kaiser Steel, Hughes Aircraft, Ansco Films, Thompson Products, Goodyear, Zenith, Motorola, Teletype, Western Electric, General Tire, Falk Corp., Wyman-Gordon and Timken Roller Bearing.

SOUNDS INTERESTING. **Let's talk about it at *NO OBLIGATION* of course!**

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RM RECREATION ROUNDUP

"Recreation's purpose is not to kill time but rather to make time live; Not to help the individual serve time but to make time serve him; Not to encourage people to hide from themselves but to help them find themselves."

Crouse Hinds Survey Proves Popularity of Reading Racks at Plant in Syracuse

A 45% return of 1031 questionnaires by Crouse Hinds, Inc., Syracuse, N. Y., employees gave their reading rack service a heavy popularity vote. 928 thought rack service a good idea and wanted it continued. 612 were regular readers and 300 take books from the racks occasionally. 772 folks take booklets home and 548 gave the books to others for reading. General information articles were rated most popular (792) with home hints and helps second (774). Health booklets rated third and articles on economics tied with Americanism for fourth and fifth.

Western Electric's 1958 Calendar Features Art of Employees Children

Western Electric (New York, N. Y.) has developed a unique art program for employees' children. To secure 12 interesting pictures for Western Electric's 1958 company calendar, the recreation department asked employees to have their children, 12 years old or less, submit drawings on the theme "What My Mommy or Daddy Does at Western Electric." The child could use whatever medium he chose: crayons, water colors, pastels, paste-ups, or anything else that tells the story. Each youngster was allowed to submit as many creations as he wanted. The twelve best drawings were used to illustrate the 1958 calendar which was distributed to employees through the Reading Rack Service.

Wyman-Gordon Pensioners Treated to Aerial Sightseeing Trip Over New England

Veterans Day at the Wyman-Gordon Co., Worcester, Mass., proved a real thriller for thirty-six retirees. The company treated them to a two and a half hour, 650 mile flight over New England in a giant DC-6B plane. For twenty-five of the sixty-seven passengers aboard it was their first flight including luncheon in the air. A record total insurance policy of $1,525,000.00 covered all passengers on the trip.

Moraine Products Quarter-Century Club Celebrate with Theatre-Dinner Party

Ninety-eight members of the Quarter-Century Club, Moraine Products, GMC, Dayton, Ohio, celebrated another year of service with a bus trip to Cincinnati, Ohio, to see "Around the World in 80 Days" and then enjoyed dinner on the return trip at the famous Golden Lamb Hotel in Lebanon, Ohio.

Combined Doll Show is Blue-Ribbon Event for the Callaway Mills Co.

"The squeals of delight and joy from the children whose dolls won ribbons was proof enough that our first combined doll show was a huge success," stated Callaway Mills Co., LaGrange, Ga., show director, Erma Whittle. Spectators were amazed at the unusual dolls exhibited, including bride dolls, foreign dolls, homemade dolls, old dolls, rag dolls and wooden dolls. Winners included a doll 157 years old and one that had a complete 22-piece wardrobe, including such accesories as sun glasses, earrings, and a raincoat.

"Love" Really Means Goose Egg in Tennis Terminology

Just in case you have been wondering where the term "love" comes from in tennis, we find that it all started from a case of bad French. It seems it originates from the mispronunciation of the French word l'oeuf, meaning egg, which in turn is the vernacular for zero. Compre, mon ami?

Classes in Seamanship and Boat Handling Offered At Oak Ridge

Increasing interest in boating by the employees of the Union Carbide Nuclear Co. at Oak Ridge, Tenn., has led to the formation of mixed classes in piloting, seamanship and boat handling for a $1.00 registration fee. The class, one of the best for learning the principles and skills required in safe boat handling, is highly regarded by experienced boatmen.

New Bell Service Makes it Possible to Keep In Touch with Your Office

The American Telephone and Telegraph Co., New York, N. Y., has developed a new personal signaling service that will prove helpful to the industrial recreation director who must be away from his desk and out in the plant and on the athletic field. The service consists of a pocket transistor radio receiving set about the size of a pack of king size cigarettes. Set at a fixed frequency and carried in the pocket, it can operate at a range of four miles. Your secretary simply notifies you of an important message or call through a special signaling telephone operator who dials your frequency which calls you via four reeds in your receiver. Whereupon you can call your office from the nearest phone.

Eastman Kodak Co. Father-Son Hockey Night Annual Affair

"Wow, whatta game!" "I can hardly wait until next year!" were some of the comments heard from the small fry following this year's fourth annual Father and Son outing sponsored by the Eastman Kodak Co., Rochester, N. Y. Under the direction of KORC director Ray Walsh, approximately 505 fathers and sons enjoyed a fine dinner in the Eastman cafeteria, post-dinner movies and an American League hockey game featuring the Rochester Royals.



Logging with safety was a timely topic discussed by Arthur Godfrey, famed TV entertainer, and H. O. "Bud" Puhn, right, Land and Timber Manager, Simpson Logging Company, in a nationwide television program viewed by an estimated 40,000,000 people. Highlights included thrilling lumberjack sports of axe-throwing, log chopping and log-rolling. All entertainers wore safety hats and safety shoes, and interviews emphasized Simpson's forestry safety program.

A BANNER YEAR FOR INDUSTRIAL BASEBALL

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- Enter the N.B.C. tournament program to determine the U.S. Representative in 1958 Global Series.

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Recognizes leading participants on a world-wide basis for past season, reflecting continued increase in activity in non-professional baseball. Presents complete resumes of 1957 N.B.C. District, State, National, Global and International Tournaments, also affiliated leagues with photos of champions. Includes complete details of 1958 program, including sites and starting dates of U.S. tournaments climaxed by the 24th annual National Tournament in Wichita, Kan., starting Aug. 15. Listed are the 1957 All-League, All District, All-State, and All-American selections.

FEATURES

- Official Rules of Baseball
- Directory of Leading Teams
- Names of Club Officials
- Nation-wide Tournaments
- N.B.C. Association of Umpires
- Nat'l Player Contract System
- N.B.C. Ass'n of Leagues
- N.B.C. Ass'n of Scorers
- National Ass'n Old-Timers
- Directory of Past Champions
- Model League Constitution



COVER PAGE 1958 ANNUAL

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..... Previous editions of year-book (1945-46-47-48-49-50-51-52-53-54-55-56-57) at $1.00 each. (Circle editions desired.) (Add 25c per copy to cover postage and handling.)

..... Copies of Baseball Rule Books (10c retail). Lots of 100 or more, $5.00 per 100, postpaid; more than one dozen, $1.00 per dozen, postpaid; single order 10c—add 10c mailing charge.

..... Pads of Box Score Sheets (for newspaper reports of games) at $1.25 per pad. (Add 25c per pad to cover postage and handling.)

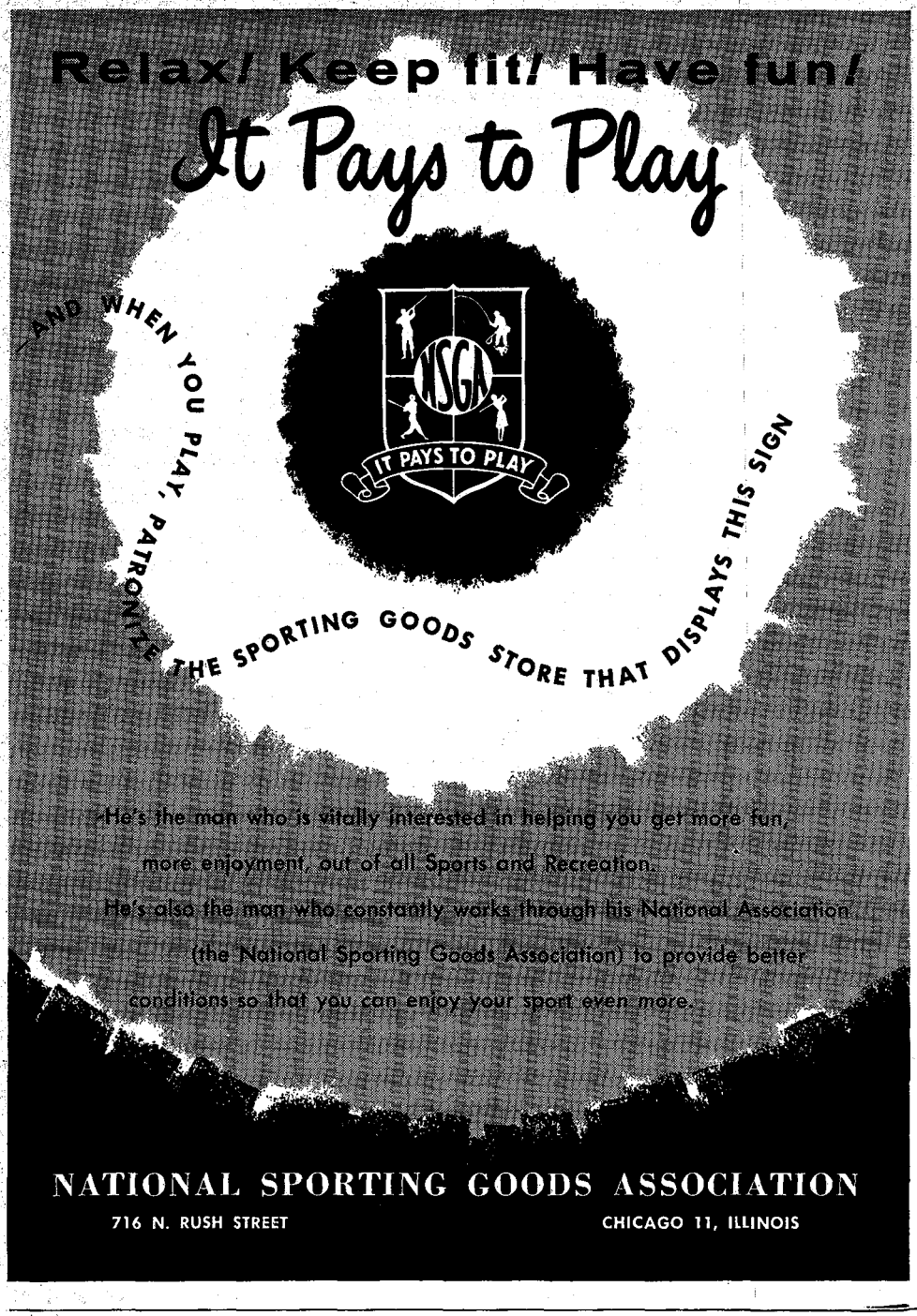
..... Copies of SCOREMASTERS Official Score Book of National Baseball Congress at $1.50. (Add 25c per copy to cover postage and handling.)

I am interested in the following materials checked below and will appreciate this information being mailed without charge.

( ) Entering a team in tournament program
( ) Supervision of a District Tournament
( ) Organizing a league in N.B.C. National Assn.
( ) Affiliation of an Umpires' Group in N.B.C. National Association.
( ) Membership in N.B.C. Association of Umpires.
( ) Membership in N.B.C. Association of Scorers.
( ) Organization of an Old-Timers Group
( ) Placing players of teams under the Nation-wide contract system.

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RECREATION READING

SELECTION OF MANAGEMENT PERSONNEL

edited by M. Joseph Dooher and Elizabeth Marting. American Management Association, Inc., 1515 Broadway, New York 36, New York. 906 pages, two volumes, boxed. $15.00

Many books have been written on the selection of management personnel but none so completely as this two-volume work. Although the volumes cover the selection of all executive and management talent, the methods outlined are extremely practical in the recreation field, especially relating to industry. Based on exhaustive research, the book outlines various selection devices, discusses a development program of managers at all levels, and reports general trends in the field of personnel selection. This could be a strategic guide for you in selecting leadership personnel for your various company recreation activities.

Employee Flower Clubs

This is an excellent time of the year to start planning and organizing an employee flower club. Information on organization, by-laws, projects, flower shows, dues, etc., is available in a booklet titled *Employee Flower Clubs.* Write to the National Industrial Recreation Association, 203 N. Wabash Ave., Chicago, Ill. Cost $1.00.

Continued on page 26

Ten Special U.S. Stamp Issues Set for 1958

Of special interest to industrial stamp clubs and collectors will be 10 special "commemorative" stamps to be released during 1958 by the Post Office Department.

1. March 15th — a stamp honoring the garden and historical clubs of America on the 100th anniversary of the birth of the famed U. S. horticulturist, Liberty Hyde Bailey.

2. April 15th—a special stamp honoring the opening of the Brussels Universal and International Exhibition.

3. April 28th—a stamp honoring the anniversary of the birth of President James Monroe.

4. May 11th—stamp marking the centenary of Minnesota statehood.

5. June 15th—stamp honoring the opening of the Mackinac Straits Bridge.

6. August 15th—a commemorative stamp marking the centenary of the completion of the Atlantic cable.

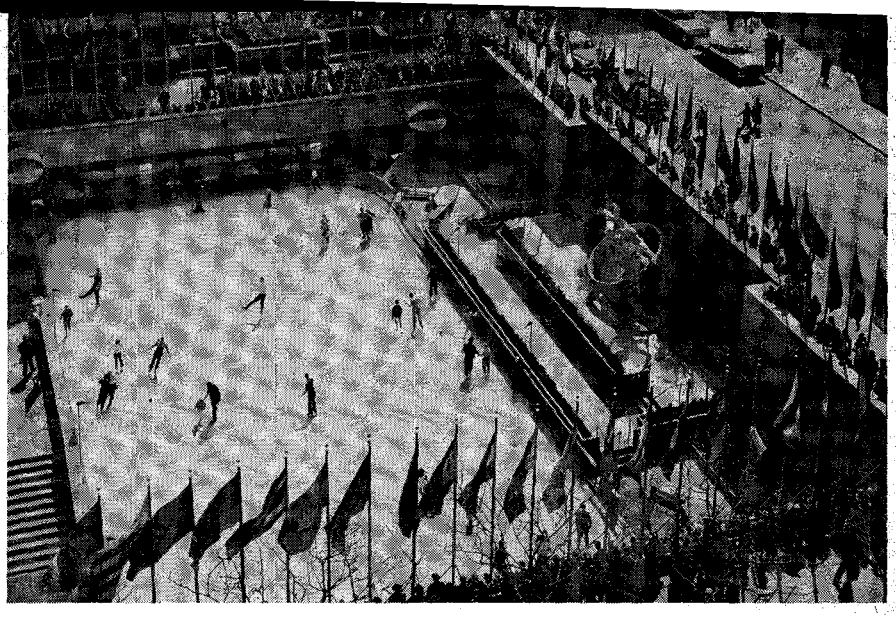
7. September 5th—a stamp honoring journalism and freedom of the press on the anniversary of the founding of the School of Journalism at the University of Missouri.

8. September 15th—commemorative stamp honoring the 100th anniversary of the overland mail.

9. October 16th—a stamp in the "Famous American" series to be released on the 200th anniversary of the birth of Noah Webster.

10. December 31st—stamp noting the significance of the International Geophysical Year.

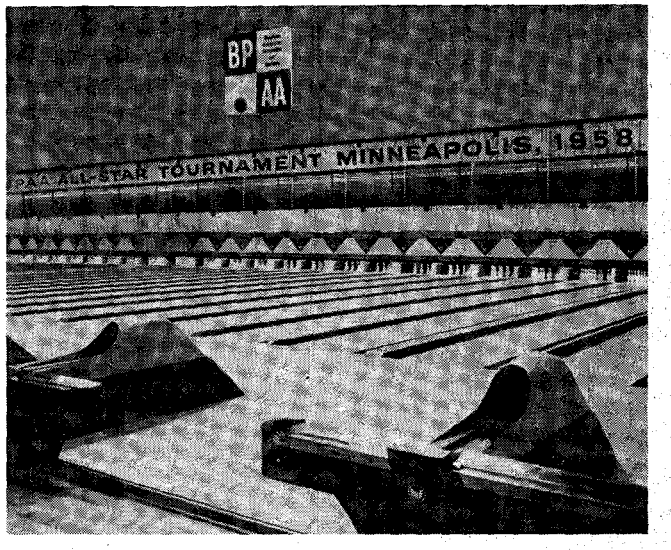
RM CANDID VIEWS



NOON-HOUR SKATING for office employees amid the skyscrapers of the world's largest "city-within-a-city" makes the Rockefeller Plaza outdoor ice skating pond one of the most popular winter attractions in New York City. Each season nearly 100,000 patrons skate to the rhythms of transcribed music while hundreds of spectators watch from above. Paul Manship's Prometheus statue is a landmark of the Lower Plaza as are the United Nations flags which rim the esplanade.



FRED C. CRAWFORD, chairman of the board, Thompson Products, Inc., Cleveland, Ohio believes in management participation in company recreation activities. Here Fred shows his executives how to sweep the ice in this dramatic broomball action shot taken during a family night.



HERE IS THE 24 LANE layout for the 17th annual Bowling Proprietors Association of America, Inc. tournament which will run January 10-19 in the Minneapolis, Minnesota national guard armory. The prize list for the All-Star is $36,225 for the 192 men and 96 women entrants.



1957-58 NIRA BOARD OF DIRECTORS and Editorial Board of Recreation Management. Left to right, seated: Roy Ellington, Kaiser Aluminum & Chemical Corp., Ravenswood, W. Va. (treasurer); Tom Croft, Convair, Div. of General Dynamics Corp., Ft. Worth, Texas; John Leslie, Minnesota Mining & Mfg. Co., St. Paul, Minn.; Ken Klingler, (president) Consolidated Electrodynamics Corp., Rochester, N. Y.; Vern Peak, Kaiser Steel Corp., Fontana, Calif.; William LaBute, Automatic Canteen Co. of Canada, Montreal, Quebec; Martha Daniell, Nationwide Insurance Cos., Columbus, Ohio; Ben Kozman, Thompson Products, Inc., Cleveland, Ohio (immediate past president). Standing, left to right: Bill Ziegenfus, Sun Oil Company, Marcus Hook, Pa.; Verne Vaught, Continental Steel Corp., Kokomo, Ind.; Ralph Carter, Lockheed Aircraft Corp., Marietta, Ga.; Wally Dowswell, Motorola, Inc., Chicago, Ill.; Charles Boyle, Northrop Aircraft, Inc., Hawthorne, Calif.; G. M. Matlack, Aro, Inc., Tullahoma, Tenn.; Joe Riley, Associated Spring Corp., Bristol, Conn.; Bob Janes, Chance Vought Aircraft Co., Dallas, Texas; Herb Ferguson, The Falk Corp., Milwaukee, Wis.; and Don Neer, N.I.R.A. executive secretary.

JANUARY, 1958

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Editor-Publisher
DON L. NEER

Associate Editor
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COVER PHOTO: Sigi Engl makes a jump turn look easy at Sun Valley, Idaho. Associated Press Photo.

IN FEBRUARY "RM"

"Brothers of the Broom"—A look at Curling, an old sport with new appeal.

"Noon-hour Hoyles"—A report on America's No. 1 participant sport.

"This Business of Fitness"—A special report on industry's role in the President's Youth Fitness Program.

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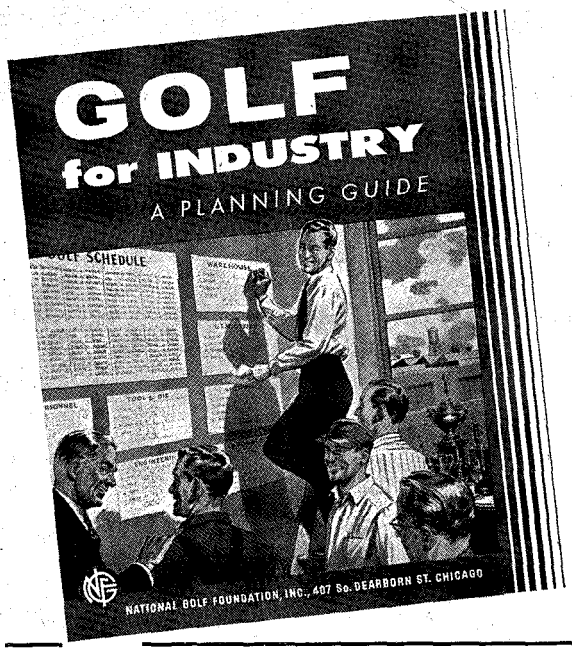
23 IDEA CLINIC

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26 THINGS TO WRITE FOR

26 RECREATION READING

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RECREATION MANAGEMENT

THE NATIONAL MAGAZINE OF RECREATION IN INDUSTRY

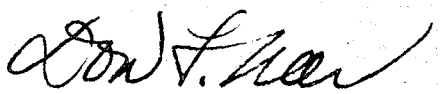
ABOUT YOUR NEW MAGAZINE . . .

We say *your* magazine because RECREATION MANAGEMENT is for everybody who has a stake in industrial recreation. Employers, employees, recreation directors, team captains, recreation association officers—all will find RM of great interest and value. If you want to set up a round robin baseball tournament or just a game of washers in the lunch room, RECREATION MANAGEMENT will help you with your problem. It is designed to be a provocative and informative meeting ground on all phases of industrial recreation.

Your officers thought a long while about introducing RECREATION MANAGEMENT and we hope our first meeting will be warm and receptive. On the whole, we've tried to make our first issue informal. We want you to feel that this is your magazine. We hope that we'll be able to make your job in this wonderful field easier and more enjoyable.

We have many interesting stories and features planned for future issues. One may be about your own recreation program so we can tell others who will be able to profit from your experience. Other stories will be about people who teach sports, run clubs, and win trophies at tournaments. But, more important, we want to keep you well informed of what's happening in industrial recreation in the United States and Canada. We aim to help you provide a bigger and better program of activities for all employees and their families.

We feel that there is a whole lot to be said about industrial recreation and this is the place we want to say it . . . in RECREATION MANAGEMENT, a magazine about your work, your company and you.

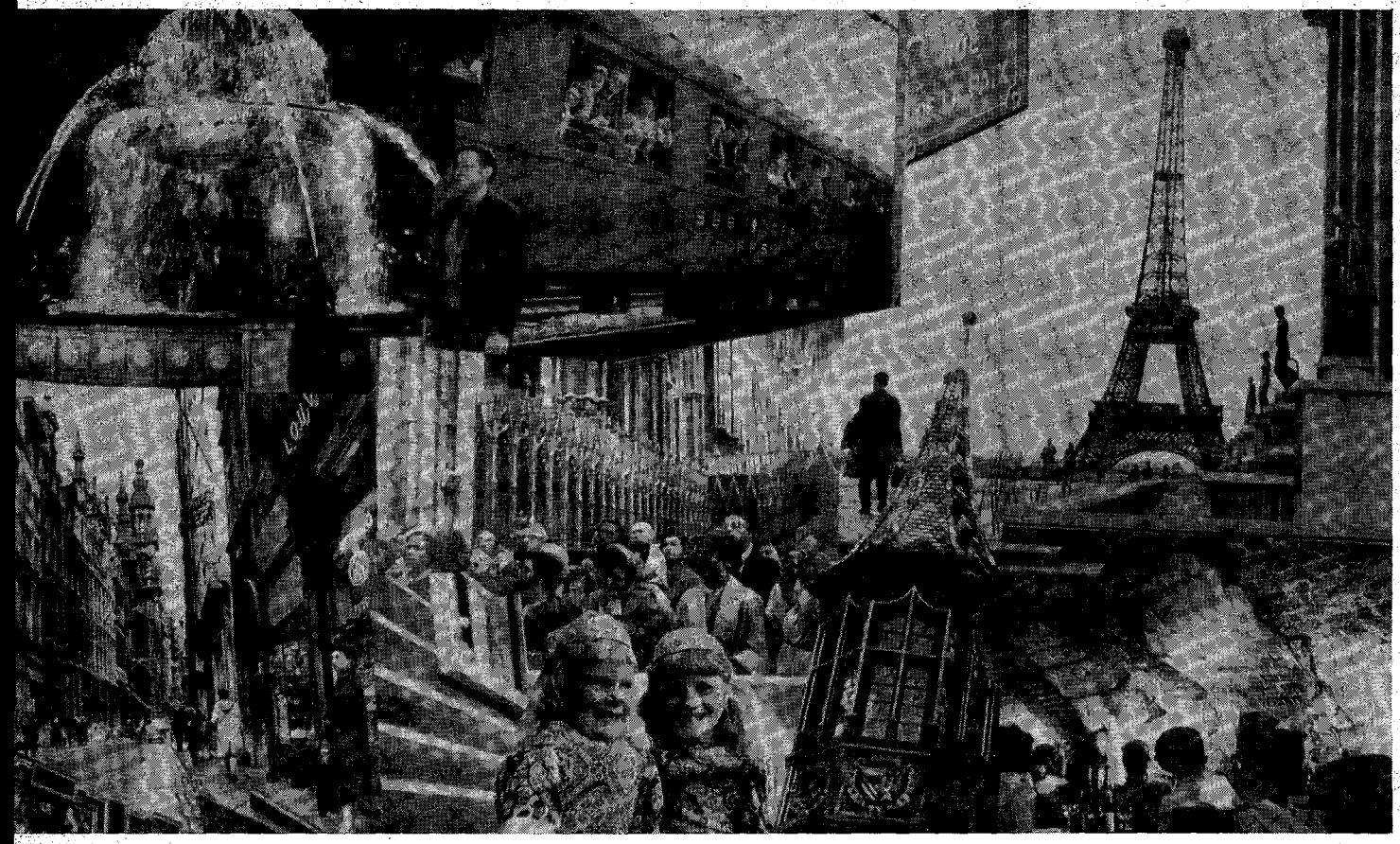


Don L. Neer, Editor-Publisher

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A RECORD $1.8 BILLION was spent on foreign travel in 1956. Planned tours for industry, especially to Europe's famous landmarks, will boom traffic again in 1958.

Employee Tours . . . Travel Bug Bites Industry

Hundreds of companies sponsor employee travel tours as the coming-and-going trend booms. Here is how company travel clubs can fit into your recreation set-up.

Put this in your record book: More employees of American and Canadian industry will tour Europe in 1958 than any previous year in history.

At least, if advance travel registrations mean anything, over 250,000 company workers and their families will be on planned employee tours this summer to such choice spots as Bermuda, Europe, South America, Japan, Hawaii, and Africa. About the only place you won't find industrial vacationers this summer is on the moon. Then again—who knows?

This coming and going on the part of company employees is fast becoming the most-wanted, best-liked industrial recreation activity. Last year company tours increased 15%. This year employee travel is expected to jump 20%.

"When the travel bug bites your employees, it usually creates an epidemic that can only be soothed with travel folders and packed bags," says Hap Aiken, recreation director of General Electric Company, Cleveland. Last summer Hap packed three plane-loads of his Cleveland employees off to Europe and they had so much fun that half of them want to go again this year.

Why the big splurge in employee travel? It all boils down to the fact that employee tours are easy to arrange, lower in cost than private excursions, and employees get the extra fun out of going with friends. Air travel, more than anything else, has brought Europe and the dreamy vacation spots around the world within easy reach of employees on their short two-to-three week vacations. "If we had to use slower transportation," says Recreation Director Aiken, "we couldn't take these tours without interfering with production."

Who Goes on Employee Tours?

When you start counting noses, you find that almost everyone from the company president to the maintenance supervisor has travel fever. Over 75 employees of Union Carbide Nuclear Company at Oak Ridge, Tenn., took a hop to Hawaii last year. Lockheed's employee recreation club had 50 workers touring 5 countries in Europe last July. The Foreman's Club of B. F. Goodrich Company in Akron, Ohio, sponsored a tour of Europe for 150 employees in August. The same thing is happening at American Motors, Philco, Westinghouse, General Motors, Ford, Western Electric, and hundreds of other U. S. and Canadian firms.

Size of the company isn't too important in arranging and conducting employee tours, either. Through the improved service of travel agencies and airlines even firms of 200 employees or less are taking advantage of planned tours.

Most employee tours are planned and arranged through the company travel club or recreation department. U. S. travel agencies are giving the movement a big push by offering lucrative tour packages to these clubs at big savings. The agencies provide excellent services, work out all arrangements, and even offer long-term pay plans to ease the budgetary problems.

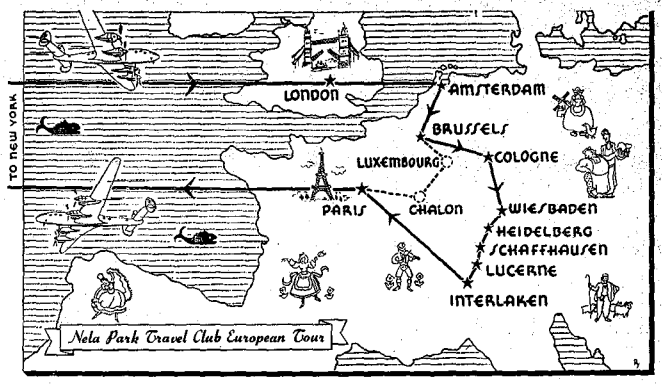
Management Can Help

Management definitely has a stake in promoting employee travel as part of its overall recreation program. Employee tours enrich the lives of company participants, bringing curiosity, adventure, and excitement into workers' lives. Travel is a good tonic for the mechanized tension of present-day business operations. And, most important, it appeals to almost every member of the industrial family—men, women and children.

How can you start the ball rolling in your organization? Well, the simplest method is to organize a travel club either within the recreation department or the employee recreation association. Travel clubs are easy to organize, if they have the endorsement of management. Most company clubs meet monthly, have four officers elected annually, collect annual dues, and are open to all company employees. Twenty-five members is usually considered the minimum membership to provide year-round activities. Club programs are spiced with a solid travel fare—motion pictures of domestic and foreign adventures, travel forums, and tours to local points of interest and special events. Foreign travel, of course, is the frosting on the cake and the target of the year's activities.

Hundreds of industrial firms are discovering that travel and vacation clubs are boosting employee interest in the overall company recreation program. What better means can you find to satisfy the diversified interests of your employees?

A very helpful pamphlet entitled, "Organizing and Operating a Travel Club," is available free of charge simply by writing to the National Industrial Recreation Association, 203 N. Wabash Ave., Chicago 1, Ill.



HERE'S THE ROUTE that 194 General Electric Co. employees took on their tour of France, England, Holland, Belgium, Switzerland, and Germany. The dotted line shows the spots visited on the "B" tour.

THE COST OF A TYPICAL EMPLOYEES TOUR OF EUROPE

Here are two examples of how much two employee tours to Europe cost last year:

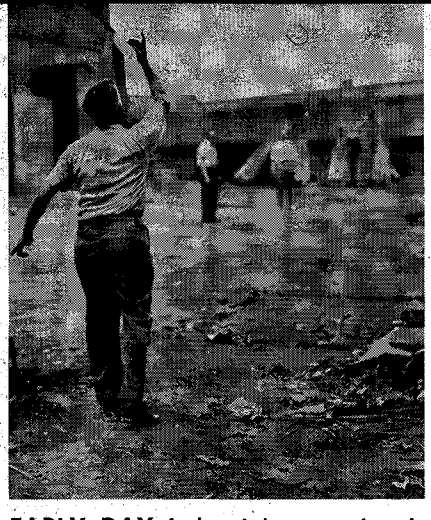
B. F. Goodrich Co. European Tour: Travel to Europe was provided on DC-4s, 66 passengers to a plane. Round-trip flight to Europe, leaving Akron, Ohio, and arriving at London, cost $299. For a 12-day tour of six countries, employees paid $265 additional. That made the full 15-day packaged tour cost a B. F. Goodrich employee $564. And this included transportation, hotels, meals, escorts, transfers, tips, and sight-seeing tours on the six-country tour.

General Electric Co. Lamp Division Tour: For a 17-day trip to Madrid, Rome, Venice, Switzerland, and Paris GE employees paid $725. For a 24-day trip that included the above listed cities and countries plus Brussels, Amsterdam, and London, employees paid $898. Both tour prices included all expenses.

In most cases, budget terms can be arranged through the participating airline. Only a 10% down payment is required.



OVER 90 PER CENT of employee tours, like these 68 employees of the Hamilton Standard Division of United Aircraft Corp., Windsor Locks, Conn., use air transportation for foreign trips. Most foreign tours are sandwiched in the company's regular vacation shut-down period. This puts a premium on time so employees prefer to get where they're going in a hurry, by air. Over 250,000 employees will travel abroad this summer, with Europe again the top vacation spot.



EARLY DAY industrial recreation is typified by this picture taken in 1935 at the Curtiss Propeller Plant in Caldwell, N. J. Two employees enjoy a horse shoe match during noon hour.

Industrial Recreation Comes of Age!

Increased leisure time has given it an important new role in industry. Here's how it started, where it is now, and what lies ahead.

Industrial recreation, one of the most valuable by-products of our modern industrial system, now plays a vital role in making millions of American and Canadian industrial employees happier, healthier, and better workers.

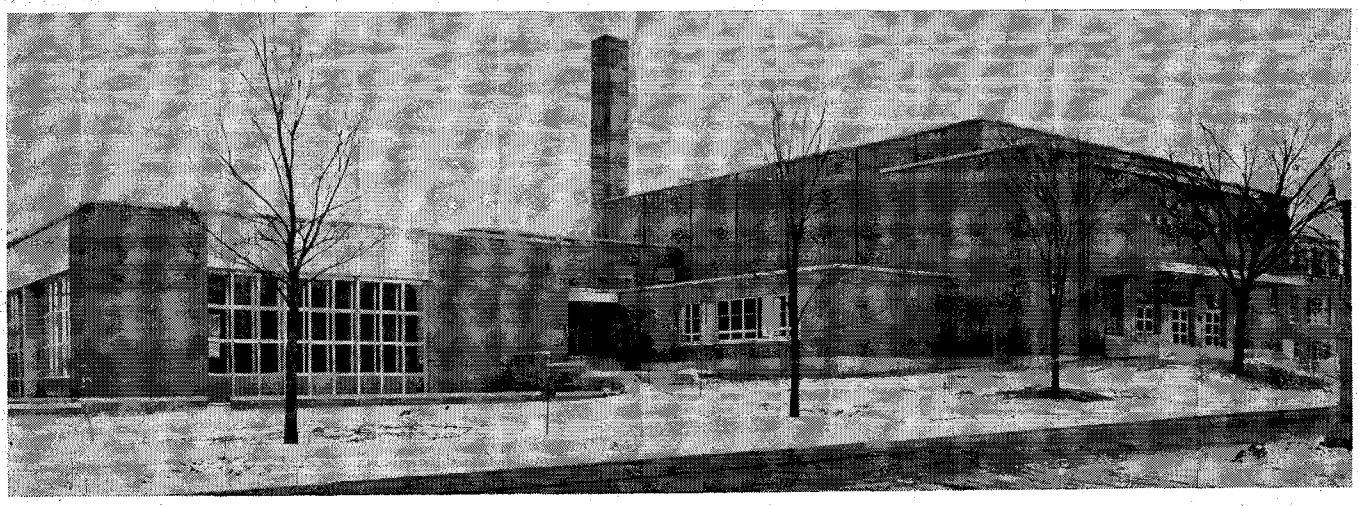
Today, industrial recreation is not only *good* for business but is big business itself. It is estimated that industry annually spends over one billion dollars for recreation products, services, and facilities. Industry buys more athletic goods and equipment than U. S. schools and colleges combined. Industry books more professional entertainment than the nation's night clubs—over $1,000,000 worth last year. There are 3,000 company libraries, over 100 company-owned golf courses, thousands of lighted baseball and softball fields, hundreds of swimming pools, bowling alleys, parks, and recreation centers.

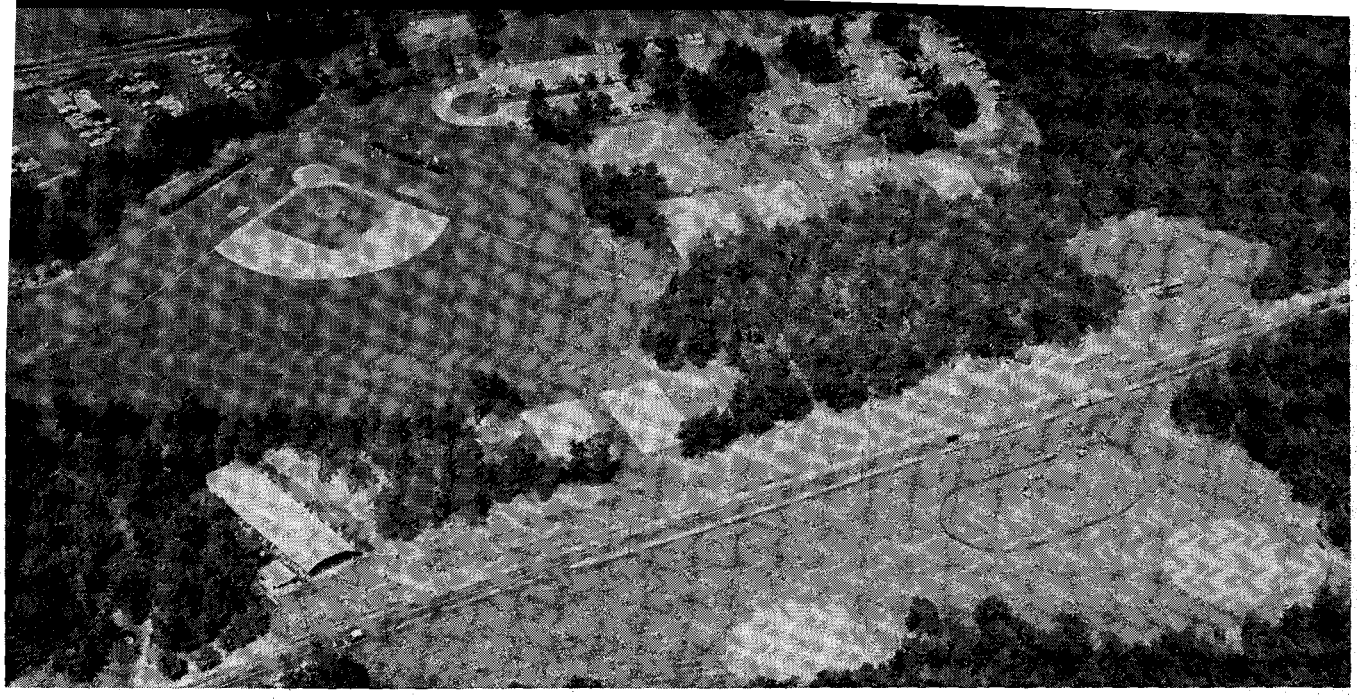
Industrial recreation is as American as apple pie. It all started around 1854 when the Peacedale Manufacturing Company of Peacedale, Rhode Island, opened a small library for the use of the entire community. Peacedale school kids were taught singing on weekday afternoons and company employees read by night.

In 1866, sports popped into the picture. In the spring of that year an Equitable Life Assurance Company baseball team walloped the Metropolitan Fire Insurance Company nine 42-18 on the sandlots of New York City.

Industrial recreation has been growing ever since. The Allis-Chalmers Manufacturing Company, Milwaukee, Wisconsin, sponsored their first employee picnic on August 26, 1882, and organized a rifle club in 1886. In 1887, Warner Brothers Company of Bridgeport, Connecticut, erected a clubhouse which would accommodate 500 of its employees. The first employee recreation association

U. S. INDUSTRY NOW SPENDS over one billion dollars annually on recreation facilities, equipment, supplies, and services. This beautiful recreation center, opened for employees of the Kohler Company, Kohler, Wis. last year is an example of one of the nation's finest industrial recreation facilities. The Kohler Memorial, as it is called, houses an indoor-outdoor swimming pool, club rooms, gymnasium, and a theater which seats nearly 1,200 employees. Cost of this project exceeded $1,500,000. In this, the first year of operation, activity has already exceeded expectations.





MANY COMPANIES TODAY have their own recreation areas. Here is an aerial view of Raycroft Walsh Park, Hamilton Standard Division, Windsor Locks, Connecticut.

was formed at the Metropolitan Life Insurance Company, New York City, in 1894.

A United States Bureau of Labor Statistics bulletin in 1913 showed that 56% of the companies surveyed sponsored recreation activities. A similar 1919 survey showed that, of 431 companies surveyed, 152 had indoor recreation facilities and 219 had outdoor facilities.

World War II Booms Recreation

It took World War II to push industrial recreation into the center of the stage. The all-out war effort which was accompanied by long work hours and tremendous worker tension stimulated employee recreation as the best way to relieve worker tension and still keep him fit to do his vital defense job. Employee recreation has boomed ever since.

Today, industrial recreation is performing the vital task of helping the worker make better use of his increasing leisure time. It's basic objective is to recognize man's being as a social entity, providing each industrial employee with opportunities for self-expression, recognition, and the sense of belonging.

Name a recreation activity and you'll probably find it among the hundreds of employee activities offered by the 50,000 U. S. industrial firms that now have programs. Sports car, travel, camera, skin-diving, golf, and curling clubs are among the newest activities. And you'll find thousands of laborers and executives participating in the old standbys like bowling, softball, baseball, and volleyball.

The annual expenditures for industrial activities are increasing every year. Trophies, awards, prizes, gifts, playground and park equipment, novelties, food and beverages, and maintenance equipment add up to millions annually. Nearly every company recreation budget increases annually.

The cost of company recreation is being financed just about equally by management, the employee himself, and profits from vending machines. If you tote up the values of employee recreation, you can see why management considers this money well spent and continues to provide more and more funds for program expansion. Industrial recreation makes a company more attractive to its employees. Family, industrial and community recreation provide a value in the minds of the family, knitting it closer to the employee and to the company. And, not too infrequently, through the management of a variety of industrial recreation sports or clubs, out pops a new-found leader.

The Challenge of the Future

What has been accomplished to date by industrial recreation is only a beginning. There are tremendous challenges ahead for the industrial recreation leader and the management executive. Automation, decentralization of plant locations, larger employee groups, increasing business and working tensions, and the shortage of trained leaders make the needs of better-planned, more complete employee programs more imminent.

Women, who make up a major portion of the nation's work force, need greater recreational opportunities. There is an urgent necessity for greater emphasis of inclusion of people in the middle management and the professional grades in recreation programs. Even more important, the programs must be broadened to interest top management. This small group of officers in your company, for whom you spend a lot of money to get, for whom you spend a lot of money to train, and who are working themselves to the grave, need some direction toward recreation. And, of course, the needs of retired employees have only been scratched.

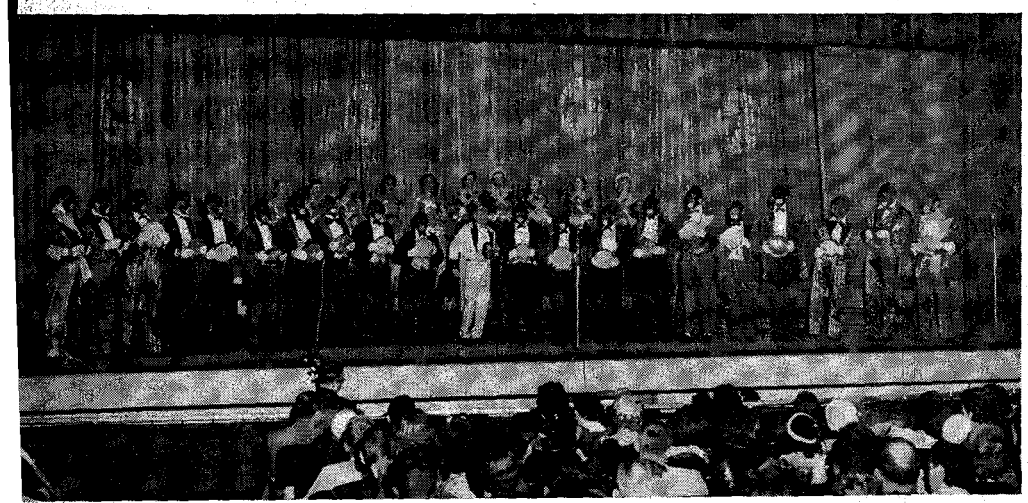
Industrial recreation has definitely come of age and is making a marked contribution to the American industrial society. The challenges of the future will test its maturity.



EVERY DEPARTMENT of John Hancock Mutual Life Insurance Co., Boston, is represented in this rehearsal of the firm's annual musical show. Over 100 employees participate in the actual production which plays to SRO crowds for two performances.



DIRECTOR CASSANDRA BLEY puts the minstrel men and jubilee gals through a tambourine banging session in preparation for Goodyear Tire and Rubber, Akron, Ohio, staging of "Shooting Stars." Rehearsal, costuming, and practice provide more recreational fun than the actual show.



EMPLOYEE SHOWS provide enjoyment for the performers and funds for the company's recreation program, or some worthwhile charity. Thompson Products, Cleveland, Ohio, performers play to packed houses for three nights during their annual minstrel show and turn the proceeds over to charity.

EVERYBOD

by
William H. Sherman

It's "Curtain Call" time in Industry. More musical comedies, skits, dramas, talent and musical shows will be staged by American business this January and February than have appeared on Broadway in the last 50 years. And, most important, these employee talent shows are simply *Standing Room Only!*

This new rage for employee shows is the biggest recreation bargain to hit the industrial scene in years. Management likes them because employee shows produce great action. File clerks, production men, VIP's, machinists all get together to slice up a little ham. Big-muscled violinists, crow-throated tenors, and shapely-legged stenos clasp hands on-stage to prove that it's great fun for "everyone to get into the act."

Whether the talent is corn or class the results are the same: better employee harmony, more laughs, and a little cash for the coffers of the employee recreation fund. These inducements are enough to sell the merits of the program. To make it even better, the rehearsing is set up with staggered schedules so no actual work hours are lost.

Every Company Has Talent

In every company, big or small, the talent is there. Just waiting to be asked. When the General Electric Company (River Works plant) in Lynn, Massachusetts issued the first call for greasepaint, 53 different acts came out of the wings. The special affair was called "Amateur Nite" and the winning act wound up getting an audition with producers of an amateur

ETS INTO THE ACT!

Employee talent shows are industry's biggest bargain in entertainment and fun. Here's what happens when you make stars out of clerks, stenos, machinists, and VIP's.

television show plus a radio spot performance with a local disc jockey. The company's recreation organization endorsed checks for $100 and $50 for runnerup spots.

The only essential for producing a company show is a hall large enough to seat a few hundred people. Sets, sound and lighting equipment, direction, and program organization can be picked up from company property, created by personnel, or procured by the recreation club from the community.

Packaged extras are offered by commercial concerns like Empire Producing Company of Kansas City, Mo., which will furnish direction, scenery, costuming, make-up, music score, scripts, advertising posters, royalty payments, flyers, plus a complete outline of what to do and how to do it at a very reasonable cost.

The John Hancock Mutual Life Insurance Company of Boston conducted a two-performance variety show with less than two weeks of casting, staging, and rehearsing. The hall held 1,000 the first night and a capacity 1,100 the following night. Tickets were sold by employees' recreation association members at $1.00 a head. After the production company's costs had been deducted, the association netted $600 for its recreation program.

There Are Surprises, Too!

The search for talent often leads to pleasant surprises. The most notable of these was experienced by the Dominion Foundries and Steel Company of Hamilton, Ontario. Through the efforts of Edward Steward, former Hamilton, Ontario symphony director, a 50 voice male chorus was programmed for the annual plant show. The vocal group went over with such a bang that it's been on the road giving concerts ever since. Not only does this group of 50 employees love to sing, but they're piling up public relation points for the company.

"Our male chorus has produced unbelievable public relations results," admits Daniel Hassel, vice president of Dominion Foundries. "The group is now called the 'Dofascos' and they sing Christmas songs to employees all over Canada. Radio and TV demands for their services come into our offices every day. What better public relations can you have?"

Other firms have had excellent success with the employee show. The Gates Rubber Company of Denver, Colorado and the 999 Service Club staged an employee show that featured a vaudeville format with occasional skits. The employees picked out the idiosyncracies of the top brass and hammered them out in public to the intense glee of a packed house. The amused faces of management were testimonial of the program success.

Musicals Are Most Popular

Generally, musicals are the most successful form of employee entertainment. They're easy to produce and are big box-office draws. Kaiser Steel Corp., Fontana, California; Thompson Products Inc., Cleveland, Ohio, and the B. F. Goodrich Co., Akron, Ohio, make musicals an annual affair.

When a skeptical boss of the Nationwide Insurance Companies, Columbus, Ohio, stated that a musical show might be a headache that would provide grief instead of gratification, the activities association answered with:

"It Ain't Necessarily So!"

The activities association produced this full-blown number from the Broadway hit, "Stand Up and Cheer," and got top billing over WTVN Columbus, Ohio. The cast numbered 150. A sellout audience of 1,500 saw the show live while thousands of Columbus TV-watchers gazed at the employee production in their living rooms.

Vaudeville died at the Old Palace, but the old gent is dusting off his top hat and tails and coming back to play his best box office: American industry!



ADD GREASEPAINT and costumes to your office girls and you'll probably produce a chorus line as sightly as this John Hancock dancing group.

Is the Bowling Season Too Long?

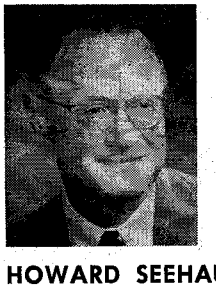
Bowling is the top industrial sports activity in the nation. It also lasts longer than any other. Here are some interesting opinions on the length of the season—and some ways to solve the problem

Over 90 per cent of U. S. industrial firms sponsor bowling activities. As a result, industrial bowlers are the principal patrons of the nation's 6,300 bowling establishments. In the past few years, modern air-conditioned alleys with automatic pinspotters have attracted round-the-clock play by employee leagues not only during the winter months but also during the summer. Higher operating costs have forced many bowling establishments to lengthen league seasons to increase attendance and revenue. Is this good or bad for industrial bowling? Some recreation directors say the long season hurts other activities on the recreation calendar. Others say better facilities increase the importance of summer bowling and open the door to a broader year-round industrial bowling program. Here are the opinions of some leading bowling and industrial leaders:



"Bowling plays an important part in the industrial recreation program and it would not be wise to endanger an activity that has such widespread appeal. However, any program must have a variety of activities. And, if programs overlap, there will be a tapering off of one or the other activities. After bowling for 33 or 34 weeks, the employees are ready to change to another activity such as golf or softball. A large percentage of the bowlers participate in both games. Therefore, the bowling leagues should complete their seasons by the last week of April or the first week of May. Here at the Chrysler Corporation we now have 139 leagues with over 1,400 teams in operation. Speaking for the Industrial Bowlers of Detroit, I feel that the bowling season should be standardized at a maximum 34 weeks. Any season that exceeds 34 weeks is too long."

JAMES F. WALSH
Recreation Director, Chrysler Corporation, Detroit, Michigan



"Perhaps the best answer to the question is the basic economic fact that the bowling establishment that doesn't cater to league business is soon out of business. Open bowling just will not pay the freight of operating today's quarter-of-a-million dollar establishments. Proprietors have complied with public demand for facilities that appeal to the bowler and his entire family and that in itself accounts for some of the increases that have been passed on to the consumer.

"Any discussion of the length of the bowling season naturally involves the question of bowling fees. We feel that the matter is one of a sliding scale between industrial recreation directors and bowling establishment proprietors. Sure, a 35-week schedule is possible, but it will cost more than a 37-week schedule. We feel that bowling is on the way to becoming a year-round sport and that even the use of the word 'season' is out of place.

"Undoubtedly the best answer to the problem would be greater promotion of summer bowling. To help encourage summer bowling, recreation directors might offer more activities for employees' wives, teen-age leagues, ball and chain leagues, mixed and novelty tournaments, etc. If the winter season can be shortened as a result of the summer leagues being lengthened, the price can be held and bowling need not overlap other sports."

HOWARD SEEHAUSEN
Executive Director, Bowling Proprietors Association of America, Chicago, Illinois

I believe that the winter bowling season is too long—and the summer bowling season too short. In the East, most of the bowling leagues are based on a 27 to 33 week season which, in most cases, is just a week or two longer than would be desirable. I believe a 36 or 40 week season is most unsatisfactory to the entire recreation program as it seriously effects other sports like golf, tennis, and softball. However, many employees wish to bowl in the summer and the present summer schedule which runs only 10 to 12 weeks is much too short. Cutting winter leagues down so that an average 20-week summer season could be accomplished would tend to increase participation in such leagues and make for a better summer program. I believe that the bowling proprietors would benefit greatly by attempting a two-league season, summer and winter, of almost equal length. This would be most helpful for year-round industrial bowling."



OSKAR FROWEIN
Recreation Director, Republic Aviation Corporation, Farmingdale, New York

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"The bowling season is definitely too long. It starts too early in the fall and runs too late in the spring. The sliding scale is in effect here at Thompson Products where we operate 27 leagues for 2,000 bowlers. Line rates run $1.65 per week for a 33-week schedule, $1.55 per week for a 36-week schedule, and $1.45 for 39 weeks. Summer bowling doesn't seem to be the answer to the problem here. I had a difficult time getting 10 teams to roll in a mixed league last year. Our industrial bowlers don't like to pay the higher rates for a short season, but would rather do it than bowl the longer season."



BEN KOZMAN
Activities Manager, Thompson Products, Inc., Cleveland, Ohio

"As an employee who bowls in an industrial league from early September to late May, I can honestly say that the season is too long. And, as a result, I feel that interest in the sport decreases greatly as the long season wears on. After Christmas three or four men teams are the rule rather than the exception. I'd like to see the season shortened so the season starts either in early October or the last week of September. It should end by the first of May. I seriously doubt if the bowling proprietors would notice the change after a short period of adjustment. Shorter seasons would increase employee interest and, undoubtedly, lead to more participation in the long run."



ROY ROTTACH
Equipment Engineering Section, member of the Western Electric employee bowling leagues, Chicago, Illinois

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"Speaking as a recreation director responsible for operating 14 bowling leagues with 450 bowlers, I feel that the bowling season is much too long. Each year it becomes more and more difficult to fill the leagues scheduled on our bowling program. What is more alarming, however, is the fact that many of our older bowlers are dropping out because of the increasing length of the season and the increasing cost of bowling. I feel that a more realistic approach to the length of the bowling season is necessary. I am quite aware of the heavy investment on the part of the bowling proprietors and their necessity for making a profit. But I am also vitally interested in bowling as a part of the recreation program and feel that a compromise would work out to the advantage of both parties. Let's not destroy a tremendously beneficial activity by insisting upon an over-extended season."



WALTER DOWSWELL
Recreation Director, Motorola, Inc., Chicago, Ill.

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how GREETING CARDS can help you

THEY CAN HELP FINANCE YOUR RECREATIONAL PROGRAM

Employee Recreational Programs are not always paid for in full by the company. By the sale of greeting cards some recreational programs which were not possible before can now be realized with the addition of the extra money made from the sale of greeting cards to the employees.

This and many other advantages are yours with very little effort on your part. The W/S proved plan requires no full time personnel, no expensive floor space, no risk, no employee soliciting.
Your employees will appreciate the convenience . . . you'll appreciate the added income.

The FREE booklet explains our plan simply and quickly . . . send for it . . . For your convenience, field representatives are available to help set up the plan. Our representatives will call at your request.



WETMORE & SUGDEN, INC. *SINCE*
Fairport, New York • Member NIRA *1924*

How to Care for Basketball Uniforms

Although basketball is essentially a "clean" game, played indoors away from dirt, dust, and bad weather, basketball uniforms take a terrific beating from the worst equipment enemy of all—perspiration.

To keep basketball uniforms in top shape throughout the season, and to preserve them for forthcoming seasons, care must be taken to safeguard the uniform fabric against perspiration. Body sweat can easily stain and destroy the fabric in addition to leaving an odor in the uniform that can never be removed.

Here are some helpful tips to follow to prevent perspiration damage to basketball uniforms:

1 Immediately following a game, hang all uniforms up to dry—allowing plenty of air space around each uniform.

2 After games away from home, hang up uniforms as soon as possible after the team or players arrive home. Never leave uniforms in suitcases and handbags for long periods of time.

3 Uniforms should be cleaned after every game. And, if this is impossible, definitely after the second game. Be sure to pick a reputable cleaner to do the job.

4 Uniforms should be laundered—with water and detergents. Dry cleaning will not remove perspiration in a uniform, but it will remove floor stains, blood, etc. All uniforms should be both wet and dry cleaned at least once a month.

5 Repair rips, tears, and other fabric injuries periodically.

6 At the end of the basketball season, uniforms should be wet and dry cleaned, repaired, and stored in a cool, dry area.

And, before they are tucked away for next season, the coach or equipment manager should inventory the equipment and determine what replacements are needed for next year. If new shirts are needed, be certain to list what numbers should be replaced to avoid duplications.



"Thought I told you not to plan on six-footers every season."

RM INDUSTRY ITEMS

MUSIC SALES SOAR

Industry sales of recorded music and equipment are expected to hit the billion dollar mark in 1958, according to James M. Toney, vice-president and general manager of the radio and victrola division of Radio Corporation of America. Packaged hi-fi sales are expected to hit $407 million; records and pre-recorded tapes, $400 million; standard phonographs, $140 million; and tape-recorded players, $120 million. Growth of this industry has been fantastic. In 1954 sales of recorded music and equipment totaled $43 million; sales jumped to $85 million in 1955 and $177 million in 1956.

* * *

LESS ACCIDENTS AMONG OVER-65 AGE GROUP

The Metropolitan Life Insurance Company reports considerable progress has been made during the last 20 years in reducing fatal accidents among persons aged 65 and over, with a 15 per cent reduction in the rate for the last six years alone. However, more than 25,000 persons 65-and-over will lose their lives from accidents this year. Two-thirds of the fatalities will be from transport and home accidents.

* * *

KAISER STEEL CORP. ANNUAL THEATRE PARTY UNIQUE IN COMPANY REPORTS

Employees of the Kaiser Steel Corp., Fontana, California, and their six sales offices were treated to a three-hour party at their nearest theatre for the third successive year as part of management's annual report to its employees. A 30-minute color film, "Report to Kaiser Steel Employees—1957" narrated by Jack L. Ashby, vice-president and general manager, along with four vice-presidents, emphasized Kaiser Steel's progress. Included on the bill was a showing of Walt Disney's "Perri" and selected shorts.

* * *

DOW CHEMICAL CO. OFFERS EMPLOYEES FREE SAFETY CHECKS OF THEIR AUTOS

Dow and Dow Corning employees of Midland, Michigan, took advantage of a 10-day company program to have their automobiles "Safety Inspected." In cooperation with the Midland, Michigan Police department, free checks were made during the day on the company parking lot for brakes, lights, horn, glass, windshield wipers and rear view mirrors.

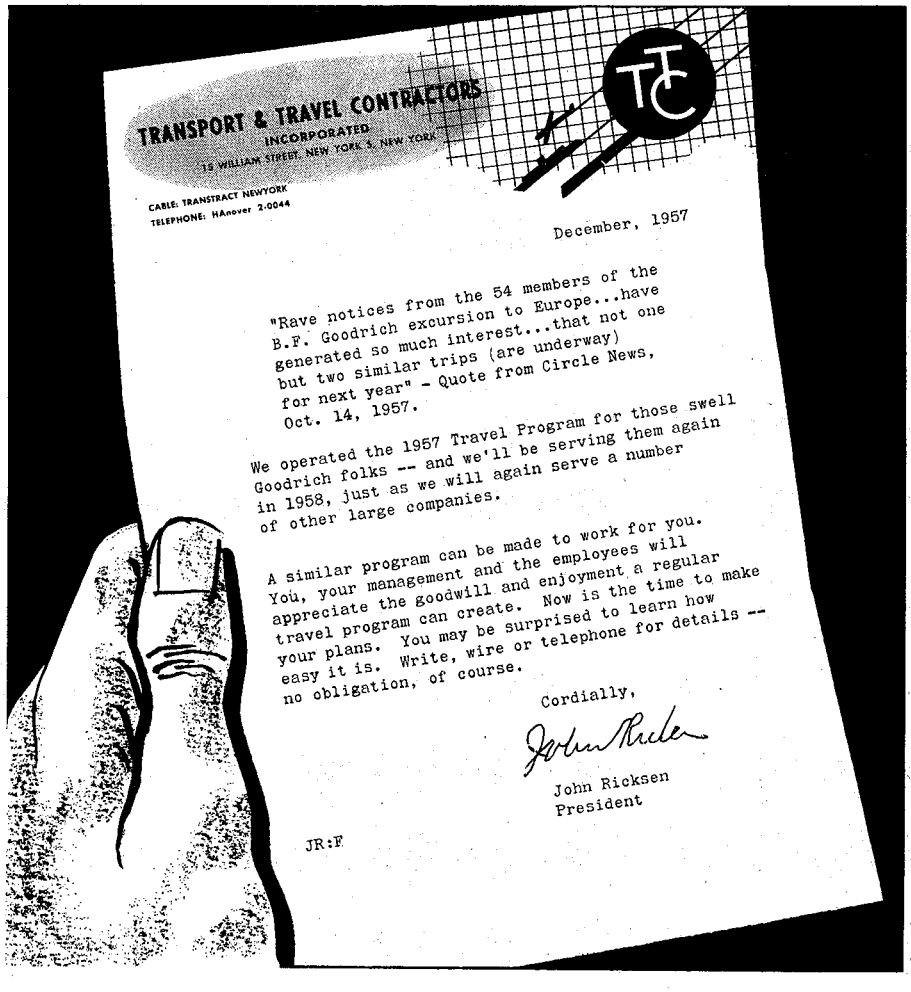
INDUSTRIAL BASKETBALL

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Recreation Program for Small Companies

Small business can profit from good employee recreation equally as much as big business —if it takes a careful look at itself.

Well-planned recreation programs are just as important in small business as they are in BIG business. However, the value and success of the small company recreation program will depend largely upon how well the program is geared to the unique characteristics of small business.

Employee activities that go over with a bang in large industrial concerns may fall flat on their faces in the small concern. Why? Chiefly because the small company work force is different in character, different in interests, and different in employer-employee relationships.

Here are some things that must be carefully considered in programming recreation activities for the small manufacturer:

Avoid Paternalism. Due to the elbow-to-elbow relationship of employee and employer in small companies, paternalism is generally strong. If this attitude is allowed to creep into the recreation program, there's bound to be trouble. The majority of workers in small firms resent a fatherly, motherly paternalistic attitude in recreation activities by their employers. Keep paternalism out of recreation—and the door will open to improved employer-employee relations.

Consider Costs Carefully. One of the most important factors is the careful consideration of program costs. Generally speaking, small business is alive to costs. And a recreation program that is tuned to a fat budget is sure to be short-lived. Most recreation activities in small companies are actually underwritten by the employees themselves. If the management provides the opportunities, employee recreation will bloom and pay its own way—that's a matter of record.

Workers Want a Voice in Planning. One of the chief advantages of small companies is the closely-knit feature of the workforce. Don't wreck this harmony by imposing a program on employees that appears like a "mandate" from the Front Office. Small company employees do not want to be led into any particular channel of recreational play, but wish to be consulted. Give them a voice in planning and the small plant program is sure to succeed.

Make Use of Public Facilities. Big business can usually build facilities such as swimming pools, bowling alleys, gymnasiums, golf courses, and recreation centers. This, of course, isn't true of small business. Small business must look to its community and public facilities for help. And, surprisingly, these public facilities which may include schools, public parks, commercial establishments and the like are readily available to small business. The firm that uses public facilities in its program is able not only to provide activities equal to big business but will help improve the community recreation resources at the same time.

Don't Overlook the Recreation Director. A good recreation director is the key to the whole program. He can be more important to small business than to big business. The main reason is that small plant recreation programs are more a problem of direction and creation of opportunities rather than actual activity operations. By having a good man in charge of the small plant program, the recreation program is certain to grow solidly. He can consult employees, find out what they want, determine their interests, and put a program into operation that, probably, won't cost a cent to the company.

What recreation activities should the small company provide? There's no ready answer to this question. The cloth must be cut to fit the pattern of the individual company employees. Careful planning and surveying of workers' interests will provide the best answers. The program should be varied and may include picnics, weekend trips, bowling, swimming, horseback riding, crafts, tennis, and music. Or it may include none of these.

In plants with as few as 100 employees, recreation programs have developed with dozens of activities. With proper management by the recreation director mixed with plenty of cooperation and inspiration, the employees themselves will determine the full course of the program.

Featurette

EVER WONDER how the cover is put on a softball? It's not done by machine as you might expect, but sewed on by hand. This pretty softball sewer, working at the Wilson Sporting Goods Company plant in River Grove, Illinois, demonstrates the craftsmanship that is required to stitch a long-wearing leather cover on a softball. Softballs, like most other athletic equipment, are hand-finished and require much time and skill to produce. To provide the best equipment for industrial recreation programs at the lowest cost possible, it is important to order all athletic equipment well in advance of the time it is needed—allowing plenty of time for skilled, personal craftsmanship. Orders placed at the last minute are costly to the producer and to the user.



RM RESEARCH REPORTS

Each month RECREATION MANAGEMENT will present research news and reports of vital interest to our readers. In addition to the actual presentation of data, we will attempt to evaluate this information in light of what it means to the professional industrial recreation director.

Industrial Recreation Management and Financing

In January, 1957, the National Industrial Recreation Association made a random sample of its members regarding their annual recreation budgets, date of program origin, title of program administrator, employee associations, and program financing. Returns were received from 240 companies located both in the United States and Canada. The tabulated results of this survey, with a summary evaluation will be carried in monthly installments. Here are the first two:

Title of the Program Administrator

The title "Recreation Director" or "Recreation Supervisor" is most frequently used in plants with 1,000 or more employees (64 out of 153 companies). "Employee Services Manager" (22) and "Employee Activities Manager" (21) rate about equally as the second choices. In companies with less than 1,000 employees, the Personnel Director or his assistant were generally in charge of the recreation program (33 out of 87 companies). The title "Recreation Director" was the number two choice in the under-1,000 employee companies. Here is the complete tabulation:

	Number of Company Employees			
	Under 1,000	1,001-5,000	5,001-10,000	Over 10,000
Number of Companies Reporting	87	92	33	28
Recreation Director, Supvr., etc.	15	34	16	14
Activities Manager, Supvr., etc.	12	12	3	3
Employee Association Officer, Exec. Sec'y.	6	4	4	5
Personnel Director, Ass't. Supvr., etc.	33	17	2	2
Employee Services Manager, Chief, Ass't.	7	15	5	2
Industrial Relations Manager, Ass't., Etc.	6	7	1	1

Annual Budget

The size of the recreation budget fluctuates proportionately with the number of employees. Forty-one companies with under 1,000 employees reported budgets under $5,000, while 24 had budgets under $20,000.

In the 1,001 to 5,000 classification, 41 companies reported budgets under $20,000, and 14 spent under $50,000.

In the 5,001 to 10,000 classification, the majority spend under $50,000, with eight spending under $20,000.

Out of the 28 companies employing over 10,000 employees, 5 had budgets under $225,000; 4 under $50,000 and 4 under $20,000.

	Number of Company Employees			
	Under 1,000	1,001-5,000	5,001-10,000	Over 10,000
Number of Companies Reporting	87	92	33	28
$ 1,000 to $ 5,000 Annual Budget	41	9	—	—
$ 5,000 to $ 20,000 " "	24	41	8	4
$ 20,000 to $ 50,000 " "	1	14	11	4
$ 50,000 to $ 100,000 " "	—	6	5	3
$ 100,000 to $ 225,000 " "	—	2	2	5
$1,000,000 and over " "	—	—	—	1

Candy Consumption Increases

In 1956 every man, woman and child in the United States consumed an average 17.4 pounds of candy. America's sweet tooth was 6 per cent sweeter in 1956 than it was in 1955 when 16.7 pounds of candy was consumed per person.

America's Death Days

According to recent statistics provided by the insurance industry, weekends are the most dangerous time to be on U. S. highways. In 1956, more than 56 per cent of all fatalities occurred on Friday, Saturday, and Sunday.



Anyone can learn to play the ORGAN or PIANO with Don's Recorded Lessons!

Here is the new, easy way to learn organ or piano without years of study. Your teacher is as close as your phonograph. Play the records, do as Don says and you'll learn to play melodies in waltz, 4/4 or swing time; read and play from standard organ or sheet music; understand chord inversions for the organ and the adding of harmony notes to the right hand melody for piano.

ORGAN KIT contains one 33⅓ long-playing record, 12 recorded lessons, 20 instruction charts: $12.00. PIANO KIT has six 45 RPM records, 12 recorded lessons, 23 charts: $10.00. Free descriptive folder sent on request.

DON SELLERS, INC., 871 McCallie Ave., Chattanooga 3, Tenn.



RM THINGS TO WRITE FOR

Over 3,000 Places to Get 16mm Movies

How many times have you searched for a 16mm motion picture on a special subject for a particular program? Where you can borrow or rent over 3,000 films are listed by state and city in a new Office of Education publication titled: *A Directory of 3,300 16mm Film Libraries.* This new directory costs only 70 cents and is available from the Superintendent of Documents, Washington 25, D. C.

Want to Organize a Boat and Water Ski Club?

You'll find some helpful suggestions on how to plan, organize, finance, and administer a company boating and water skiing club in a new booklet, *How to Organize for More Fun Afloat,* just published by the Outboard Boating Club of America. It's yours free by writing to the Outboard Boating Club of America, 307 North Michigan Ave., Chicago, Illinois.

Looking for Free Sports Films?

Over 45 different 16mm sound films on such sports subjects as football, baseball, golf, and skiing are now available on a free-loan basis from Miller Brewing Company's sports film library. You can obtain a complete listing of the films by writing for the *Miller High Life 1958 Sports Film Catalog* available from the Miller Brewing Company, Film Section, Sales Promotion Department, 4000 W. State St., Milwaukee 1, Wis.

Some Tips on Swimming Pool Design and Maintenance

If you're going to build a swimming pool or want some advice on how to operate the one you already have, you'll find the American Public Health Association's new book, *Recommended Practice for Design, Equipment, and Operation of Swimming Pools and Other Public Bathing Places,* very useful. Copies of this 60-page book are available at $1.04 including postage from the American Public Health Association, 1790 Broadway, New York 19, New York.

1958 DAYS TO REMEMBER

Jan. 1
Wednesday
New Year's Day

Feb. 12
Wednesday
Lincoln's Birthday

Feb. 19
Wednesday
Ash Wednesday

Feb. 22
Saturday
Washington's Birthday

April 4
Friday
Good Friday

April 6
Sunday
Easter Sunday

April 5-12
Jewish Passover

May 18-21
17th NIRA National Conference
Fort Worth, Texas

May 30
Friday
Memorial Day

July 4
Friday
Independence Day

Sept. 1
Monday
Labor Day

Sept. 15
Monday
Jewish New Year

Sept. 24
Wednesday
Jewish Yom Kippur

Oct.—1st week
World Series

Oct. 12
Sunday
Columbus Day

Nov. 4
Tuesday
Election Day

Nov. 11
Tuesday
Veterans Day

Nov. 27
Thursday
Thanksgiving Day

Dec. 25
Thursday
Christmas Day

RM RECREATION READING

RECREATION IN THE AGE OF AUTOMATION, from the Annals of the American Academy of Political and Social Science. Book Department, American Academy of Political and Social Science, 3937 Chestnut Street, Philadelphia, 4, Pa. $2.00

Recreation has taken an increasingly important place in American life in recent years. This special study, combining articles by leading writers in the fields of social science, politics, recreation, industry, and economics, is a broad outline of recreation today and what it will be a few years hence. Topics covered include the philosophy of leisure, economics of leisure, administration of recreation, the pattern of leisure in contemporary American culture, a bold program for recreation, industrial recreation, and many others. No matter how advanced is your company recreation program, you'll find this study penetrating, practical, and useful.

GOLF FOR INDUSTRY, edited by Ben Chlevin, The National Golf Foundation, in cooperation with the National Industrial Recreation Association, 407 South Dearborn St., Chicago 5, Illinois. 50 pages. $1.50 postpaid.

Here is a very practical guidebook for the planning, organization, and operation of any type of company golf program. The book is illustrated with hundreds of pictures which show employee golf programs in action. It's designed to help recreation directors and management organize and sponsor employee golf programs. It includes information on tournaments, methods of competition, keeping league records, handicapping, construction of courses and putting greens, publicity and promotion, membership, by-laws, and the value of golf in the industry program. You'll definitely want this book on your bookshelf if you have a golf program at your plant.

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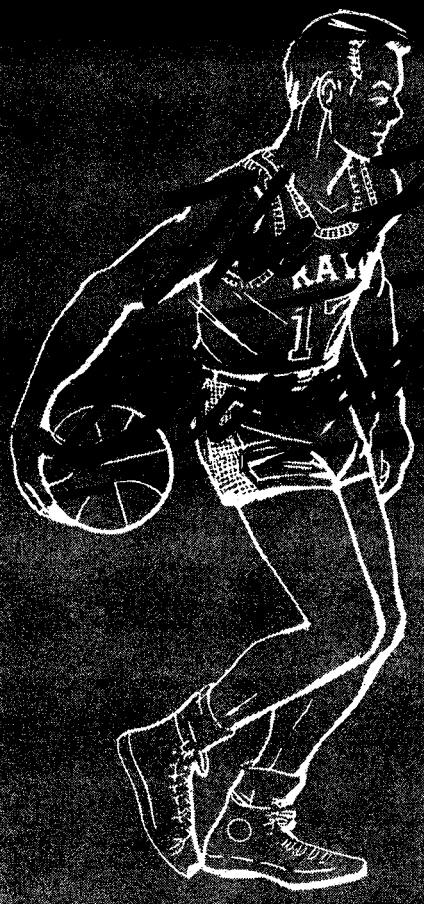
HERCULITE

Rubber-Covered
ATHLETIC BALLS

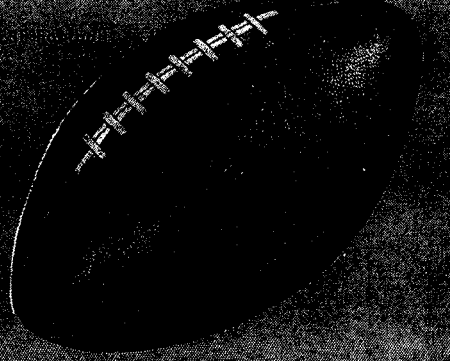
- ✓ Multi-ply fabric construction
- ✓ Molded concave seams
- ✓ Improved pressure-lock valve
- ✓ Sharp "Deep-Tread" pebbling and Formula-15 treatment on footballs and basketballs
- ✓ Softer feel
- ✓ Rugged rubber covering

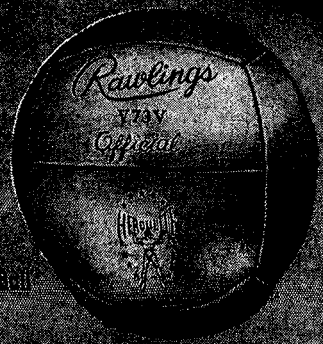
These are just a few of the features that make these Herculite balls the best that money can buy—the very tops in performance, quality and wear.

Finest, Most ... Ball Made!



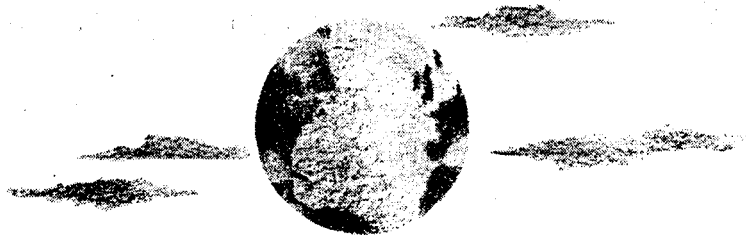








The Flying Tiger Line



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TRANSATLANTIC

GROUP TRAVEL

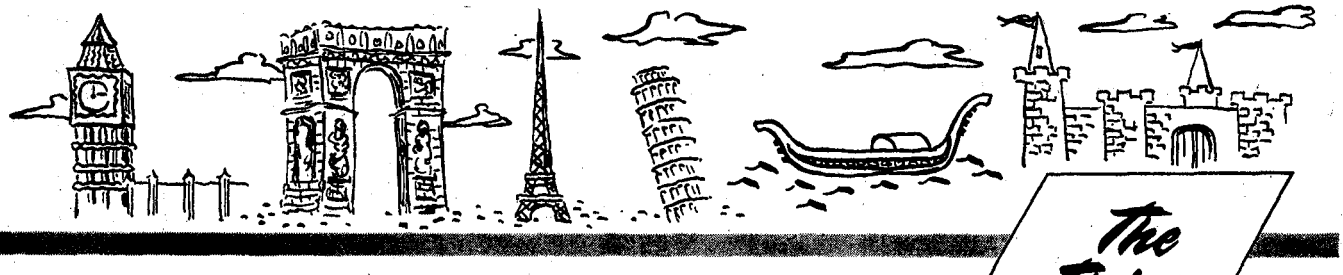
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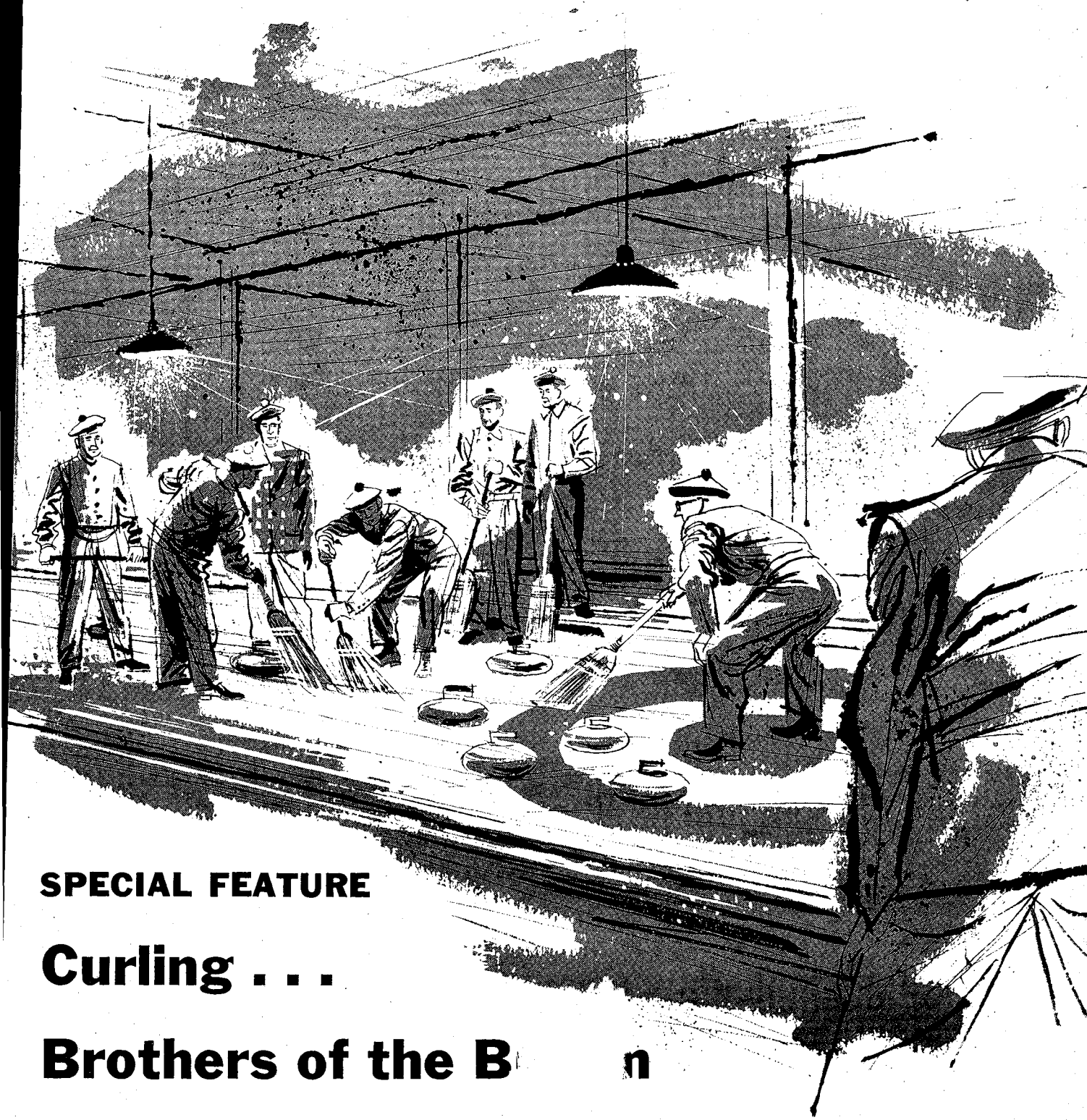
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RECREATION MANAGEMENT

FEBRUARY, 1958

THE NATIONAL MAGAZINE OF RECREATION IN INDUSTRY



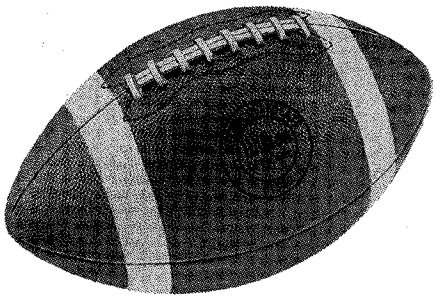
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Curling . . .

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Wilson RUBBER COVERED FOOTBALLS

Tops for feel and sure ball handling. Absolutely waterproof and virtually scuff and puncture proof! Models for all levels of play.



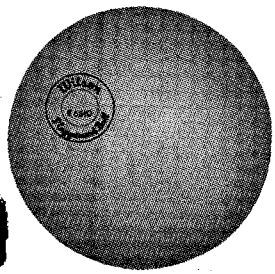


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Finest volley balls on the market today! 18-panel rubber cover for perfect feel and endurance. Totally waterproof.

Wilson RUBBER COVERED PLAYGROUND BALLS

New stippled cover gives easier surer gripping. Available in a complete range of sizes. Colors: Red, blue, orange, green.



Wilson QUALITY RUBBER COVERED BALLS THRIVE ON PUNISHMENT!

Performance—Playability—Economy!

You get more play per dollar when you buy Wilson Quality Rubber Covered Athletic Balls. Built for better play as well as greater durability, they thrive on punishment, come back for more year after year. All are official weight and shape. Best of all there's a Wilson ball to fit your budget in every field of play!



Wilson RUBBER COVERED SOCCER BALLS

Really built to take it. Official size and weight. Used in many colleges and soccer leagues. Outlasts any other ball on the market.





Wilson RUBBER COVERED SOFTBALLS

Outstanding softballs in three sizes. Made with Private Estate Kapok, balance wound for shape retention. Waterproof, scuff resistant!

Wilson RUBBER COVERED BASKETBALLS

Top performance plus long life and adaptability to any playing surface. Scuff resistant. Every ball precision balanced.

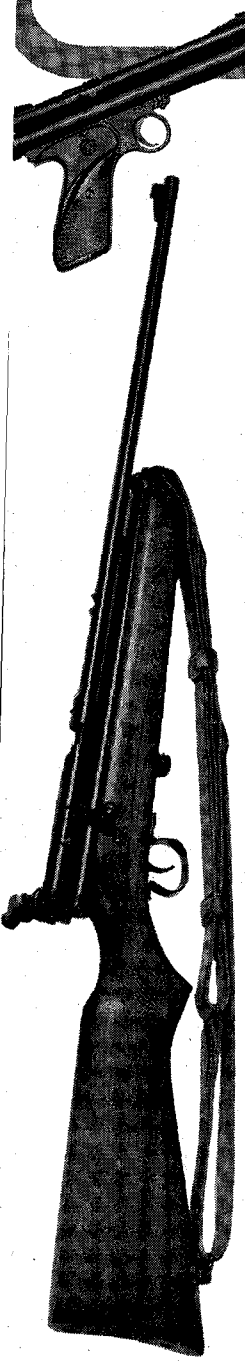
Send for FREE illustrated pamphlet showing complete line of Wilson rubber covered athletic balls.

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Wilson Sporting Goods Co., Chicago, Ill.

NEW Crosman PELLGUN SHOOTING PR GRAM FOR RECREATIONAL ACTIVITIES



INDOOR . . . OUTDOOR rifle and pistol shooting is now available at a minimum of cost and range set-up time for year 'round industrial recreational programs.

COMPETITIVE, ECONOMICAL SPORT ACTIVITY . . . Crosman Pellguns are ideal for gun training, marksmanship or competitive group shooting, because of their accuracy and economy. All Crosman Pellguns have the new, exclusive Tru-Flyte precision rifled barrel which permits shots to be grouped ½" or closer at 25'. Cost per shot averages less than one cent.

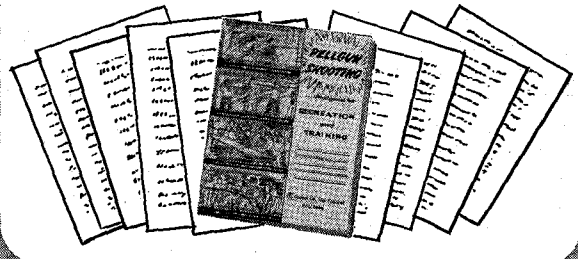
COMPLETE RANGE can be set up or removed in a few minutes. Not necessary to have elaborate or expensive backstops, because Crosman Remote Control Targlites do the job. Only 25 feet required from firing point to target. May be used in confined areas such as cafeterias or in recreation areas . . . no special range facilities required. This modern type shooting . . . power without powder . . . is rapidly becoming one of the most popular recreational activities in industry.

THE NATIONAL RIFLE ASSOCIATION marksmanship qualifications and state conservation hunter-training courses use Crosman gas-operated Pellguns. Complete training and recreational instructions are available at no charge to directors of industrial recreation departments. Send for your copy today!

Crosman Pellguns designed for recreation and training

The Crosman 160SP target rifle, standard throughout in weight, size and operating procedure, shoots powderless .22 caliber Super Pells with extreme precision on official N.R.A. 25-foot range. Noiseless power is provided by odorless, CO_2 gas Powerlets. No recoil. Pellguns have double-safety feature.

Here's Your FREE COMPLETE PROGRAM 9 ONE-HOUR COURSES
prepared by expert shooting instructors



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Shooting is 3 Times MORE FUN with Crosman Power Without Powder® PELLGUNS®

Available in Canada

World's largest producer of PELLGUN rifles and pistols

"Recreation's purpose is not to kill time but rather to make time live; Not to help the individual serve time but to make time serve him; Not to encourage people to hide from themselves but to help them find themselves."

Vending Profits on 15 Sun Oil Tankers Pay for Movie Program

Profits from vending machines on Sun Oil Company's 15 ocean-going tanker fleet were used to purchase 40 new feature-length movies for the entertainment of the ships' crews.

The new films, purchased at a cost of $10,000 from Movies Enroute, Inc., of New York City, will be programmed by the Sun Marine Athletic Association.

Movies, shown for years on passenger ships, were first made available on commercial ships by Sun Oil Company in 1948.

In addition to movies, the Sun Oil Company and the Sun Marine Athletic Fund co-sponsor a diversified recreation program which includes shipboard darts, cards, checkers, and recorded music, both popular and classical.



LOVELY Diana Stopke, clerk typist at McDonnell Aircraft Corporation, beams with happiness after winning the International Posture Queen title in a recent contest held at the Hotel Statler in St. Louis, Mo.



HERE are our nominees for the title: "Best Looking Employee Club Officers in the United States." Can your club officers match this quartette? These broad smiles indicate how it feels to conduct an extensive election campaign and then be announced the winner. These officers were recently elected to direct the social and recreational activities of the AiResearch Manufacturing Company Employees' Club in Los Angeles. From left are Barbara Windhorst, treasurer; Virginia Waller, secretary; Pat Sullivan, vice president; and Bill Linehan, president. Ninety-four per cent of the AiResearch Employees' Club turned out for the election. All 6,000 employees of AiResearch are members of the AEC Club.

4:27 P.M. Newscast Most Popular Service With Nationwide Employees

According to Ted Henry, personnel manager of Nationwide Insurance Company's Columbus, Ohio, home office, a 4:27 p.m. newscast broadcast over the company's public address system is one of Nationwide's most popular employee services.

The 3-minute newscast is aired just before the office closes. Henry asked Nationwide employees recently what they thought of the newscast and, after being bombarded with letters, counted 1,206 replies praising the broadcast.

Three New-Employee Dinners Held Annually by Standard Register Company

Every four months during the year, new employees of the Standard Register Company of Dayton, Ohio are honored guests at a dinner given by the company.

As part of the company's employee induction program, the dinners help new employees get acquainted and learn first-hand the company's growth record, policies, objectives, and opportunities for advancement.

North American Management Club Offers Two $1,000 Scholarships

The child of any North American Aviation Company employee in a Southern California plant or facility is eligible to win the 1958 Los Angeles Area Management Club $1,000 college scholarship. Like awards will be given to the highest ranking boy and girl in the scholastic competition.

Republic Aviation Leases New Building for Recreation Center

Centralization of Republic Aviation Corporation's (Farmingdale, N. Y.) recreation program was made possible last December when the company leased 5,000 square feet of space in a building outside the plant's west gate.

The new facility will include space for table tennis, shuffleboard, baseball, and badminton as well as rooms for group meetings.

Employee groups that will now be able to use the new center are: The Art Guild, Bridge Club, Model Society, Archery Club, Chess Club, and Fencing Club. Other activities, including Republic's popular dance instruction classes, will be added later.

A LISTING OF OVER 2,000 16MM FILMS

Sports FILM GUIDE



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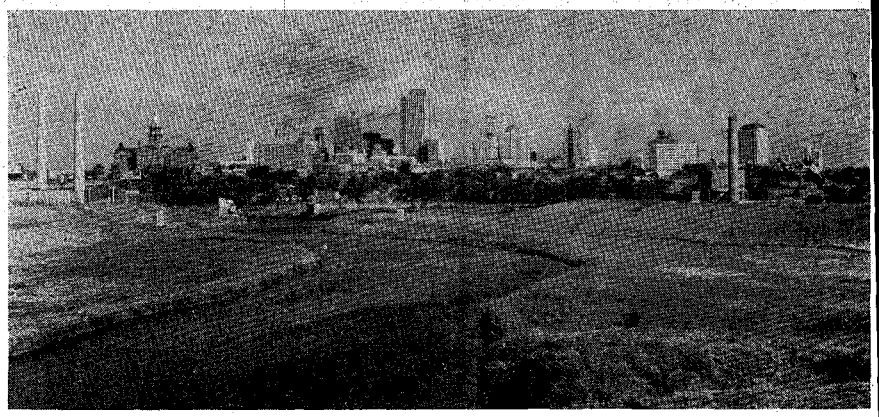
Exhibitors Reserve Space Early for Ft. Worth Show

Deep in the heart of Texas is the fabled "cow town" of Fort Worth. Here in the city where the West begins, the 17th annual national industrial recreation conference and exhibit will be staged by the National Industrial Recreation Association on May 18, 19, 20 and 21, 1958.

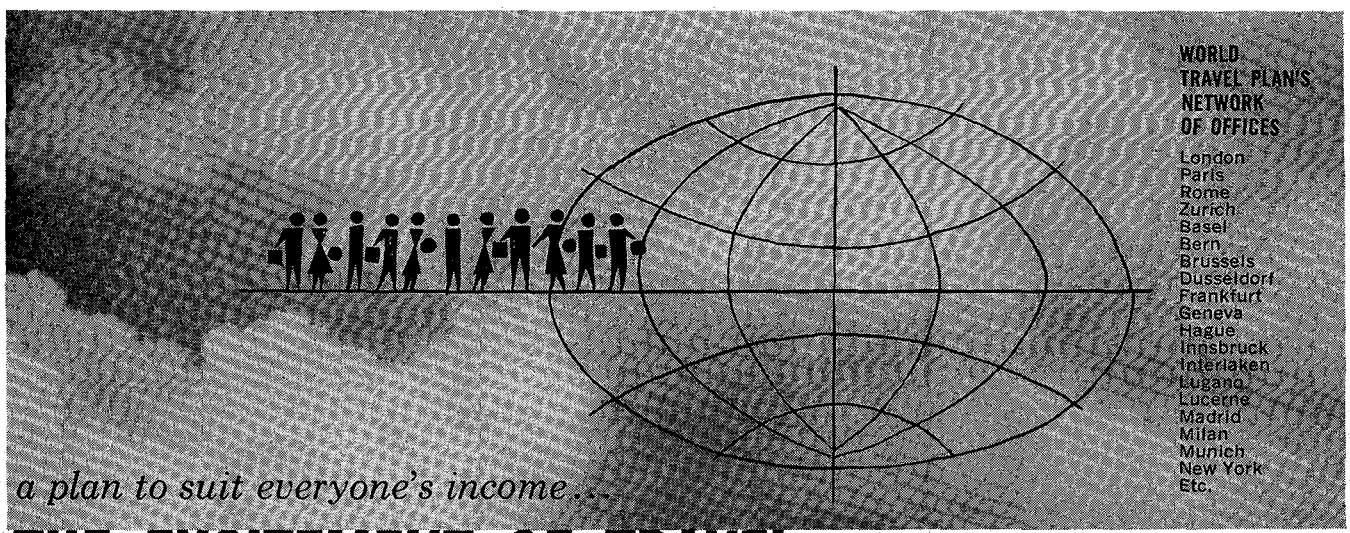
The four-day training conference is organized to assist any United States or Canadian industry in improving its employee activity program.

The conference features the year's only exhibit of the latest in industrial recreation products and services. At press time exhibitors who have reserved booth space for the big May conclave are:

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Editor-Publisher
DON L. NEER

Associate Editor
DOROTHY L. IMMERFALL

Circulation Manager
DOROTHY B. MORRISON

FEBRUARY COVER: Curling, a sport of Scottish origin, is catching on fast in the United States and Canada. The artist has captured the action of the "sweeper" brooming the ice to help guide the stone to the target. Drawings courtesy of Inland Steel Corp.

IN MARCH "RM"

The Recreational Interests of Women in Industry—A careful study of the interests and needs of women employees

Industrial Golf—A report on one of industry's most popular summer pastimes. With some suggestions on how industry golf facilities and tournaments can be promoted effectively

Kaiser Recreation Center Children's Program—An interesting story of what can be done to program recreation activities for youth

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This Business of Fitness

Shane MacCarthy and Carter Burgess Are Getting the Nation's Youth Fitness Program Rolling. Here's What It Means to You.

Three years ago a short, scholarly professor named Dr. Hans Kraus, who works in the physical medicine and rehabilitation department of New York University, laid an equally short, scholarly report on President Eisenhower's desk which showed that European children measure higher in physical fitness than U. S. kids.

That report touched off a national fitness campaign that has thousands of parents, educators, and industrial leaders waging a war of words and action on the "softness and flabbiness" of American youth.

On June 18, 1956, President Eisenhower called forty-nine national leaders in government, education, medicine, recreation, public health, sports, and youth programs to Annapolis, Md., to blueprint the campaign. Out of this meeting came the formation of the President's Council on Youth Fitness, headed by Dr. Shane MacCarthy, a smooth-talking, hard-hitting Irishman who has since made over 100 talks on fitness.

On September 9 and 10, 1957, over one hundred business, education and civic leaders gathered at West Point for the first meeting of the Citizens Advisory Committee on Youth Fitness.

Carter L. Burgess, former president of Trans World Airlines, was named by President Eisenhower to serve as chairman of the Citizens Advisory Committee and assigned the task of injecting some life into the national fitness program. Burgess was a logical choice for the spot. He has served as Assistant Secretary of Defense in the office of manpower and personnel, has been a member of the board of directors of the American Red Cross and United Service Organizations, and spon-

TRANS World Airlines conducts a vast youth program in Kansas City, Mo., including activities in youth baseball, tennis, basketball, and swimming. Shown below are TWA's representatives in Kansas City's 3 & 2 baseball league in a victory march.





NATION'S leaders are gravely concerned over the trend toward the softness of American youth. President Eisenhower's Council on Youth Fitness and the Citizens Advisory Committee on Fitness have been formed to reverse the trend. Shown at the first meeting of the Citizens Committee, held at West Point last year, are: (left to right) Dr. Shane MacCarthy, director of the Youth Fitness Council; Lt. Gen. Garrison H. Davidson; Vice President Richard Nixon; and Carter L. Burgess, former president of Trans World Airlines and chairman of the Citizens Advisory Committee on Youth Fitness.

sored a multi-sport youth program while at TWA. Challenges have always been his favorite dish.

"I consider youth fitness among the top ten of America's programs which require action results," comments Chairman Burgess. "I also consider that, if properly pursued, youth fitness can well become the nation's most successful endeavor of its kind."

Life Is Too Easy

Nobody will deny that the job is a big one. Today, after school is out, more kids run to get in front of television sets than run to catch footballs and baseballs. Less than 10 per cent of the nation's youth actually participate in organized sports. And the problem is growing steadily worse. The nation is growing 4 million kids richer every year due to the increasing birth rate. Will these kids grow up to be strong and healthy?

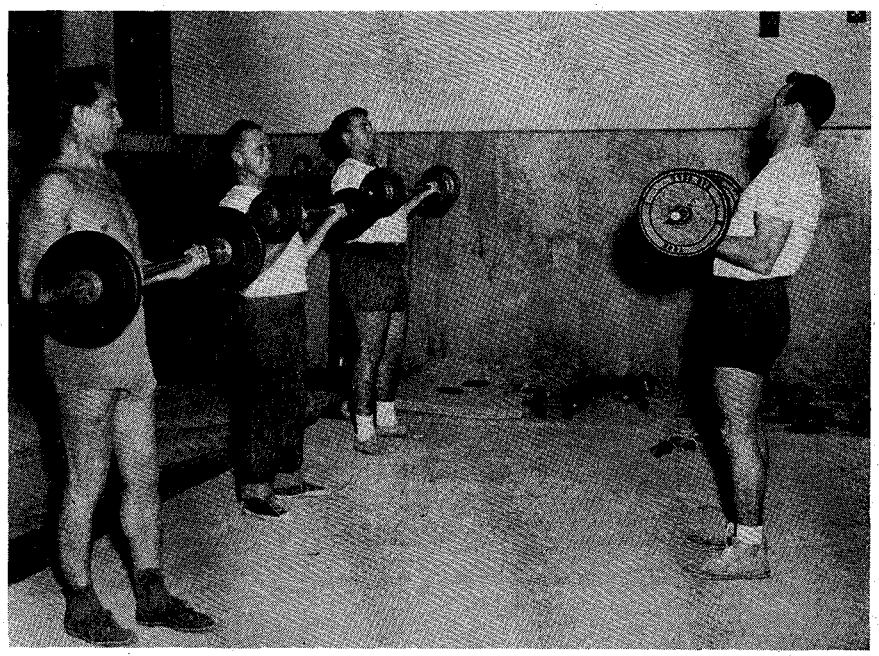
"Not unless something is done about youth fitness now," answers Burgess. "Youth fitness is designed to provide the nation with mental, moral and physical endurance and a healthier and sounder lifetime, whether the national destiny be opportunity or danger—war or peace. A modern and high standard of living detracts—as you all know—from a vigorous youth fitness. It just makes life too easy.

"Fitness starts in the high chair. So I ask: Is it right to have a demanding standard of fitness when the nation is at war and, on the other hand, not possess a lifetime program in time of peace that will provide this fitness?"

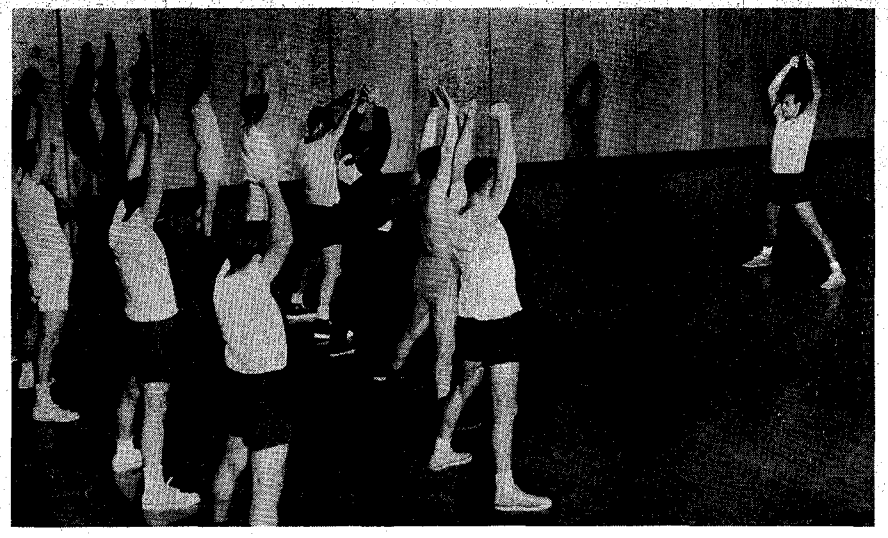
MacCarthy Gets Action

Today, the nation's youth fitness program is rolling into high gear. As chairman of the Council on Youth Fitness with headquarters in Washington, D. C., Dr. Shane MacCarthy preaches what he practices and continues to practice what he preaches—the importance of youth fitness.

In the last six months, dozens of articles have been written on the values of physical fitness and published in such magazines as Life, Sports Illustrated, Newsweek, U. S. News and World Report, Look, etc. While the nation is being warned of the dangers of a soft, flabby youth, dozens of school and youth organizations are getting fitness programs going. The American Association for Health, Physical Education and Recreation has pledged its full support and has a special committee working on the problem. The nation's YMCA's, YWCA's, Boy Scouts, and Boys Clubs of America now have fit-



WEIGHTLIFTING is one of the most popular fitness activities at the U. S. government laboratory at Oak Ridge, Tennessee. Fitness program also includes gymnastics and sports under the leadership of recreation director Herky Payne.



DAILY calisthenics are part of the physical fitness program at the Oak Ridge National Laboratory, Oak Ridge, Tennessee. Classes are conducted for both men and women employees.

ness programs operating in their organizations. The National Collegiate Athletic Association has pledged its support.

Role of Industry

Youth fitness is vitally important to U. S. industry. From today's youth will come tomorrow's industrial leaders and employees. Physical efficiency that is based on sound functioning of body processes, the correction of remediable defects, and the attainment of endurance, strength, agility, and coordination can be industry's greatest assets in its employees. With leisure time increasing year after year, it is essential that not only today's youth but tomorrow's adults have interests in activities that release tension, provide creative outlets, build health and strength and develop character and good sportsmanship.

What can the industrial recreation leader do to promote youth fitness? Because of the many benefits that will accrue from a sound national program of youth fitness, the industrial recreation leader should assess his program and put more emphasis on youth programs not only within the company but in the community. Here are some ways you can help:

Provide More Youth Sports Opportunities. Almost every industrial recreation program could use more youth activities. Programs like Little League baseball, biddy basketball, junior bowling, recreation clubs for the children of employees, more family activities, and instruction to employees on how they can help their youngsters keep fit.

Contribute Leadership to Community Activities. Your company's employees—and yourself—are a tremendous reservoir of leadership for community fitness programs. You can stimulate more youth activities in your community by organizing these resources and making them available to local organizations. Maybe it will only mean that you will provide umpires for the youth baseball leagues, but your knowledge and experience in supervising recreation activities could be the most important item in making a local fitness program click.

Emphasize the Need for Yout Fitness. Let those of your em ployees who are parents kno and understand what fitnes means. Show them what they ca do to keep their kids healthy. It primarily an educative proces which must stress the values o fitness, the necessities of exer cise, and the importance of par ticipation.

Place More Stress on Adult Fi ness, Too. Fitness doesn't star and end with youth. Adults hav the same tendencies to forge about their own health and exer cise. Greater emphasis on adul fitness can increase participatio in employee activities and resul in direct benefits to the company and its employees.

If a child is conditioned t laziness at 5 or 6, he will be lazy at 15. The adult who is condi tioned to the dull life of TV watching and gadgetry at 35 wil be living a listless life at 65. Time out for a little physical fun can be a wonderful relief valve for a tense worker and, because of the carry-over value of exercise activities, will provide him with means of living a healthier, happier life after retirement.

Just remember that fitness isn't limited to physical activities. Mental and spiritual fitness are just as essential. See that there's balance in the fitness fare.

It is a safe bet that you are going to hear a lot more about youth and adult fitness in the years ahead. If you want to make the most of it, start fitting fitness into your program now.

Some Suggestions for Fitness Programs

Here are several suggestions that you might use to start the fitness movement rolling in your company:

- Management fitness contest with points awarded for participation in such activities as calisthenics, volleyball, golf, archery, swimming, bowling, etc.
- Cold-weather sports program including dancing, fencing, etc.
- Company-wide weight reduction contest.
- Company fitness decathlon.
- Noon-hour movies and classes on proper diet.
- Distribution of calorie charts and articles on fitness in company publications.
- Fitness award certificate for employee achievement in company recreation program.

What's Your Outlook on Retirement?

More and more of the men and women in industry are coming to recognize the real significance of increased life expectancy and early retirement—that whether the years after retirement are wasteful or productive, satisfying or frustrating, depends to a large measure on the person himself.

Many industrial firms are facing the problem of providing recreation activities for their retired employees. In most cases, these programs have been highly successful and rewarding to the participants. But, many programs have failed to excite the imaginations of the retirees because the retirees themselves ended their years of employment with few outside recreational interests and poor mental attitudes on retirement.

A person's outlook on retirement is almost as important to the success of a retiree program as what the program itself contains. Here is a short quiz that can be used to check the mental attitudes of your older employees regarding retirement. It can be used to show them the value of acquiring new recreational interests before they retire so they won't "die on the vine" when they start collecting their social security checks.

Try this short quiz on several of your employees —and on yourself. See if they and you are prepared emotionally for the day that spells "retirement." You might be surprised at the results, especially in the creation of new recreation interests among older employees who have never before realized the value of these activities during retirement.

You can check your mental attitude toward retirement by indicating which of the three alternatives in the 12 statements below most nearly expresses your beliefs. Turn to page 19 for an analysis of your choices.

1. (a) ☐ I scarcely know what to do in my spare time.
   (b) ☐ My job and my home are my only interests.
   (c) ☐ I don't seem to find time to do all I want to do.

2. (a) ☐ There always seems to be something wrong with me.
   (b) ☐ Doctors say I'm okay, but I think they're mistaken.
   (c) ☐ My health isn't what it was, but I make the best of it.

3. (a) ☐ I seem to be always in fear of some disaster to me or my family.
   (b) ☐ What's the use of worrying? It does no good.
   (c) ☐ There is generally something to make me worry.

4. (a) ☐ I don't like "modern" thinking.
   (b) ☐ What was good enough for folks years ago is good enough now.
   (c) ☐ Progress frequently means change.

5. (a) ☐ I never throw anything away.
   (b) ☐ Within reason, I believe in using what I've got.
   (c) ☐ It's better to save than to use things.

6. (a) ☐ It's natural for people to have different viewpoints.
   (b) ☐ It upsets me when people don't agree with me.
   (c) ☐ I don't get the respect I deserve.



RETIREMENT can be a time of increased activity and fuller satisfaction if the retiree makes the right emotional adjustment. This factory worker developed an avid interest in woodworking during his years of employment. Today, he uses this hobby to satisfy his own recreational needs as well as utilizing his skills in teaching others.

7. (a) ☐ I resent interference with my own way of doing or thinking.
   (b) ☐ I like to be in step with the times.
   (c) ☐ Why should I change any of my ways at my age?

8. (a) ☐ Nothing gives me more pleasure than talking about the past.
   (b) ☐ The past is more important to me than the present.
   (c) ☐ The present is just as important to me as the past.

9. (a) ☐ I don't get any pleasure out of life any more.
   (b) ☐ It's good to be alive.
   (c) ☐ Life isn't worth living when you're older.

10. (a) ☐ I know few people other than my co-workers.
    (b) ☐ I'm always glad to meet new people and make new friends.
    (c) ☐ The old friends are good enough for me.

11. (a) ☐ I like to look attractive.
    (b) ☐ I don't care how I look any more.
    (c) ☐ What does it matter how an older person looks?

12. (a) ☐ Retirement can bring lots of satisfaction.
    (b) ☐ I'll be "all washed" up after retirement.
    (c) ☐ "There's no sense in planning for retirement."

CURLING: An Old Scotch Sport with New Appeal



Brothers of the Broom

By BILL SHERMAN

What has a hack, a house and a hog with stones, brooms, 10 ends and a sheet? If you're thinking about a many-jowled pig riding a taxi headed for a linen closet, forget it, Friend, you're way off base. What we're talking about is a Bonspiel.

That last is not the name of a Danish Duke either, but is the proper monicker for a Curling Tournament. The sport of Curling is actually one of the oldest played in America. Like golf, it's of Scottish origin and was introduced here by Celtic fur trappers and members of the old Highland Regiment of Colonial days. It's called the Roarin' Game, and was so dubbed from the whirring growl created by the heavy stones sliding across the ice. Once an American favorite, its popularity faded, but today it's making a firm comeback.

Curling is something like Iced Shuffleboard. A 40 pound stone whose circumference measures 36" clad with a handle on top is delivered or curled (all stones go either left or right from delivery) in an arc along an iced surface (sheet), 140' long and 14' wide. The delivery point is an oblong piece of wood (hack). The stone heads for a many-colored bullseye (house) divided by a parallel line (tee line) and a perpendicular line (Centre line).

Play begins with a 'lead' player who delivers 2 stones toward the opposite goal alternatively with the lead from the opponent who does likewise. The stone's direction is signalled by the team captain (skip). When the order has been completed all 16 stones have slid and the inning (end) is completed. Ten ends comprise a game.

Scoring is tabbed by the stone(s) closest to the center of the circles. As in shuffleboard or horseshoes only one side gets the points; no point value goes over one so a 'perfect end' would tally 8 points, but the average score ranges from 1 to 3.

Rival vice-skips usually decide which team has the closer stone, but when they can't agree the referee is called into action. The skips are the key men. Not only are they target-men for the other shots, but they are the last shooters as well. That ice can get pretty crowded with 12 stones sitting on it, so it's easy to see why the most proficient skills are saved to the end of the round.

Any stone not clearing a line marking an area within 21 feet of the tee line is called a hog. (The hog line is similar to the blue line in hockey.) It really signals the scoring zone. A hog, just like an unwelcome boarder, is removed from the table.

"SWEEP!!" That's the cry of the skip when he sees a stone coming in light. This starts the exercise. The other teammates bust those brooms into a bustle, slickening the ice for the oncoming stone. Good sweeping can account for as much as 12 extra feet of a stone's movement, but most players do well to find 8 or 10 feet.

A rock that rolls gathers no moss, nor points either. There is no way to slow down the stones so the curler's favorite motto is:

"Play 'em light and blame the sweepers."

A normal game lasts about 2½ hours; is played by both sexes and all ages. It's as exacting as golf or bowling and it possesses the happy faculty of completely winning over its participants to its cause.

For industrial recreation, the advantages are many. The sport is active, fresh and spirited. It lends itself particularly well to family type action. Although its natural habitat is Canada and the

northern regions of the U.S., the advent of artificial ice has opened the sport to the Southland as well.

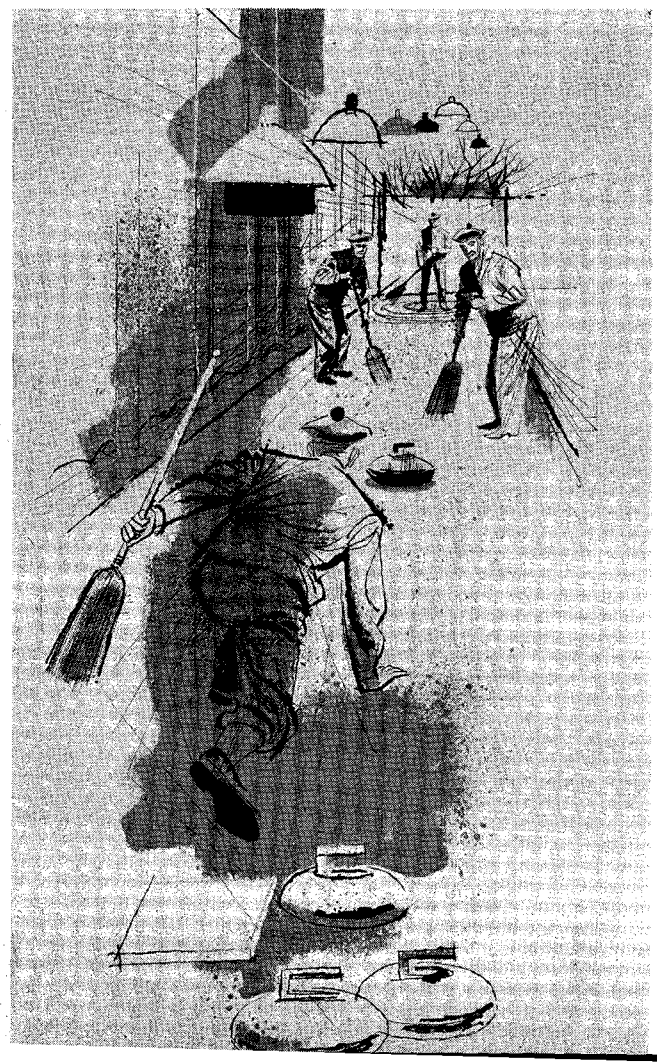
A plant doesn't have to have its own ice to enjoy curling benefits. Private clubs or municipal rinks have free time available and even welcome. These areas usually measure about 85′ by 185′. For curling this means 5 to 6 sheets (40 to 48 players) with an area 45′ x 85′ left over for forms of free skating.

Leasing the entire rink usually costs about $3.50 per player or roughly the same cost as an evening of bowling.

Places already having ice can begin a curling program with a minimal cash outlay. Where skating is interchanged with curling, surface hacks are used; they are simply designed and easily detached after use, so as not to interfere with other skating. Used stones can be gleaned from one of the 80 odd American Curling Clubs. As for brooms —find a closet and you're in business.

Detailed and complete information, fully explaining a complete organizational and equipment program can be obtained free by writing America's Curling Ambassador; Mr. Darwin Curtis, 21 Indian Hill Road, Winnetka, Ill., or by contacting the Editors of RECREATION MANAGEMENT.

The 1958 National Men's Curling Championships will be held in the Arena at Milwaukee, Wis., from April 9th to 12th. Marshall Field & Company of Chicago, Ill., will sponsor the event for the second straight year.



GLOSSARY OF CURLING TERMS

BACK BOARD—Border at extreme end of "Sheet."

BACK RING—Diameter of 12 feet circle behind the "tee."

BACK SCORE—Straight line, parallel to "Sweeping Score" back of circles.

BIG END—Score of 4 or more points in one "end."

BITER—Stone just touching outside of circle.

BONSPIEL—Tournament; when a number of teams play in several events.

CENTER LINE—Line drawn on ice from "hack" to "hog."

CHAP & LIE—When played stone strikes edge of another stone and moves to another position in goal.

CHIP—See "wick." When played stone nicks edge of another stone.

COUNTER—A stone lying closer to the "tee" than any opponent's stone.

CROSS HANDLE—When handle of stone is held at right angles to target.

CUP (of stone)—Concaved area inside the 5 inch running edge on bottom of stone.

DRAW—Lateral swing of stone during it's movement up the ice.

DRAW WEIGHT—When stone travels as far as inner rings of "house."

END—Inning, or division of a game, played from one end of the sheet to the other.

FREEZE—When stone has just enough momentum to stop when just touching another stone.

FRONT RING—Diameter of 12 ft. circle in front of "tee."

GUARD—A stone in front of another stone.

HEAD—Goal or "house."

HOG—When played stone fails to clear "hog line."

HOG LINE—Line drawn on ice in front of goal, which stone must clear to be in play.

HOUSE—Goal, designated by circles.

LEAD—Member of team who plays first stones for his side.

NARROW—Stone played "off the broom" on side between skip's broom and objective.

OFF THE BROOM—Stone not played toward skip's broom.

ON THE BROOM—Stone played directly at skip's broom.

PAT LID—Stone that comes to rest in center of goal.

PEBBLE—Roughing of ice surface by "mist spray" after flooding. This allows air to enter "cup" on bottom of stone.

POCKET—Semi-circular position of stones concentric to rings.

PORT—Opening between two stones sufficient to allow another stone to pass.

PROMOTION—Hitting a stone, causing it to be advanced.

RINK—(two meanings) Group of players making up a team, or a "Sheet" of ice.

RUNNER—Fast moving stone.

SHEET—Ice area on which game is played.

SHOT ROCK—Stone lying closest to center of goal.

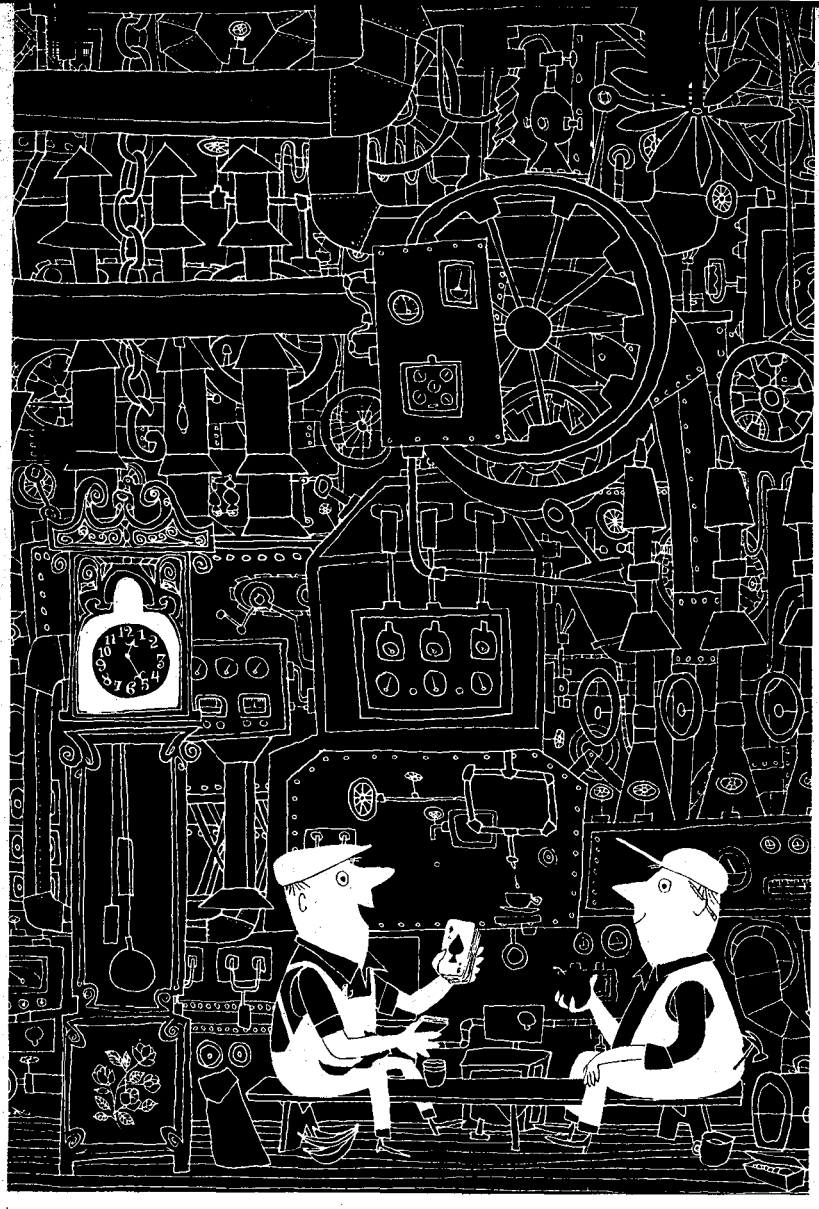
SKIP—Captain of team of players.

TEE—Exact center of the goal.

WICK—When stone strikes edge of another stone.

WIDE—Stone played "off the broom" outside of skip's broom away from objective.

WOBBLER—Stone that rocks from side to side as it travels, because it is not resting on its running surface.



When the noon whistle blows throughout the United States, the card games start. Here's why card playing is industry's top noon hour pastime.

NOON HOUR HOYLES

By TOM KANARY

Lunch-Time Play Paves Way for After Hour Tourneys

"What? Bologna again?"

"Two spades."

"Pass the salt!"

"Two No Trump!"

This kind of goings-on is happening in most industrial plants in the U. S. every noontime. What it all means is that card games of every describable variety have taken on an ace-high rating in the field of industrial leisure-time activity.

It's no wonder! There are 132,000,000 card players in the U. S. Many of these are employed by industry and it's a safe bet you can walk into any plant and find a deck of cards tucked somewhere—a lunch basket, a purse, a locker room shelf; any place that measures approximately 2½ by 3½ inches that's easy to get to whenever the whistle signals time out!

Card-time has actually become any time long enough to shuffle, deal, and arrive at a decision. Some addicts have been known to break out a quick canto of solitaire during the morning coffee break, but most action is concentrated at the noon hour.

Four-Sided Fervor

Historians aren't sure whether the Hindus, Egyptians, Arabs, or Chinese are actually the originators of our four-sided fervor, but whoever was responsible has certainly contributed an ever-popular bit of culture. Plant appeal described by a personnel manager of a Midwest steel factory is representative:

"Man, I've seen sandwiches unopened, uneaten, and tossed away in the heat of a Six No Trump Doubled and Redoubled. At the next table there's two men that have been playing cribbage every day now for 15 years. They have nothing but a roll and 5 cups of coffee apiece.

It's almost a toss-up as to which is more popular: card playing or lunch. The Dow Chemical Company of Midland, Michigan hosts over 1,000 games daily in their lunchrooms. What a variety! Besides some of the "regulars" like Canasta, Bridge, 500, Pinochle, Euchre, and Gin, they play games called Pedro, Smear, and Pepper.

If your plant favors something different it may be Rummy, Hearts, Sheepshead, Skat, Set-back, or Whist. All of these games have been mentioned as plant favorites, but there are at least 150 other card games and maybe one of those has an in.

The heavy traffic at noon has prompted some places to instigate after-hour tourneys to help broaden and solidify employee relations among other employees. The response is usually terrific.

Benefits from Tournaments

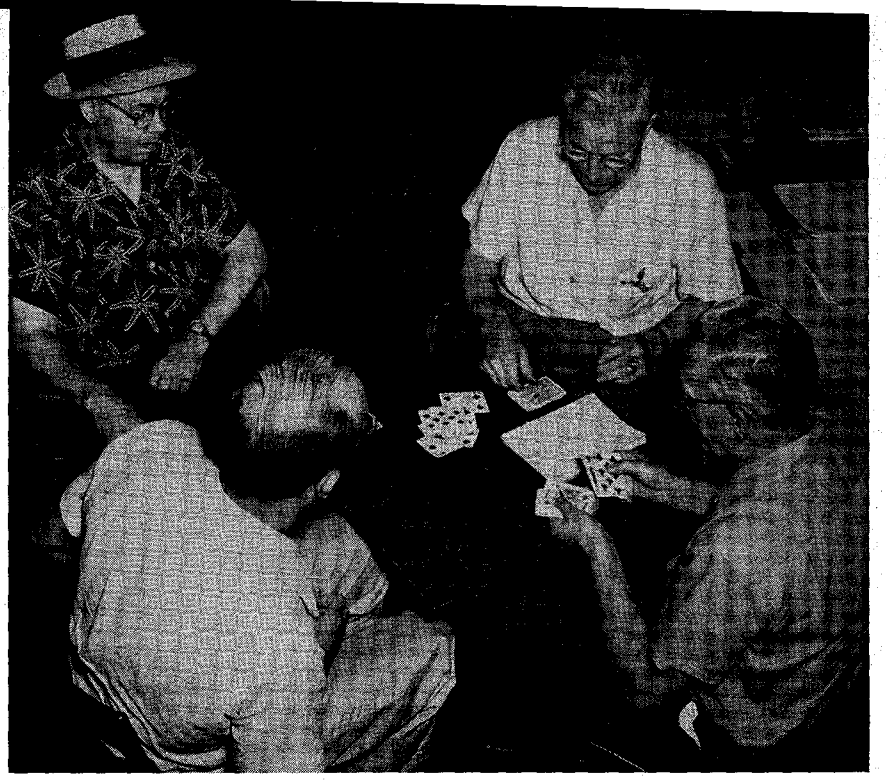
Actually, tournament card play can produce many worthwhile benefits, both tangible and intangible. Here are some of the benefits:

1. Low cost. Cafeterias and present rec rooms usually fill the bill. If something more elaborate is planned the expense can be held down to around $150.00.
2. All-embracing appeal; age, physical characteristics, nationality; all these are swallowed up by four chairs and a table.
3. Good mixer for both sexes; it offers an equal mode of competition; provides more harmony.
4. Card tournaments are stimulating, relaxing, competitive. They possess all the requirements of recreational purpose.

An outgrowth of heavy industrial card play has been the formation of leagues. These leagues are not restricted to types of games nor numbers of teams. Their success has been assured and future growth certain. Examples of successful league play can be found in Cincinnati (Bridge), Rochester, N. Y. (Euchre), Providence (Cribbage).

There's lots of free help available, too. The Association of American Playing Card Manufacturers at 420 Lexington Ave., New York City has prepared a special booklet designed to aid all forms of tournament and special event planning and promotion.

Here are some recognized essentials for a good tournament:



AFTER playing Cribbage for five years, this group in Dow Chemical's machine shop switched to Smear a year ago. Clockwise from the front left are Al Chapman, Casey Miller, Evert Misener (who holds the year-long high of 790 points), and Clyde Doil.

1. Organizers of the tournament must be natural enthusiasts for the particular kind of chosen event.
2. Advance promotion is important. Because cards can be played in comfort at home, special advantages must be indicated. Prizes; a night with the boys (or girls); departmental rivalry; any other appropriate inducements that create desire on the part of participants should be included in the general publicity.
3. Make sure that word-of-mouth runs hot. This is best and most effective method of advance notice, although posters and bulletin boards augment the program.

Tournaments are an advanced form of solid employee relations. Deal in a couple of hands for your group and see how the score adds up.



OVER 1,000 Dow Chemical Company employees play cards every noon. Here's a look at the lunch tables at Dow's Brinewell plant at Midland, Michigan during a peak period of activity.

How To Conduct a BASKETBALL TOURNAMENT

Success of the industrial basketball tourney depends upon how much attention you pay to the "little" things. Here's your checklist of pre-tournament details.

Basketball is basically a game of color and, with proper preparation, an industrial tournament can be one of the most exciting events on the winter sports calendar. It doesn't make much difference whether the tourney is regional, an invitational, or limited to company teams because the advance planning still must be the same. Managing a basketball tournament, even a small one, is a big job that must be done carefully. Here's a complete checklist of details for an ideal tournament.

Tournament Facilities

Whether you use a company gymnasium for the tournament or a public facility, you must be certain that proper arrangements are made for the teams and spectators.

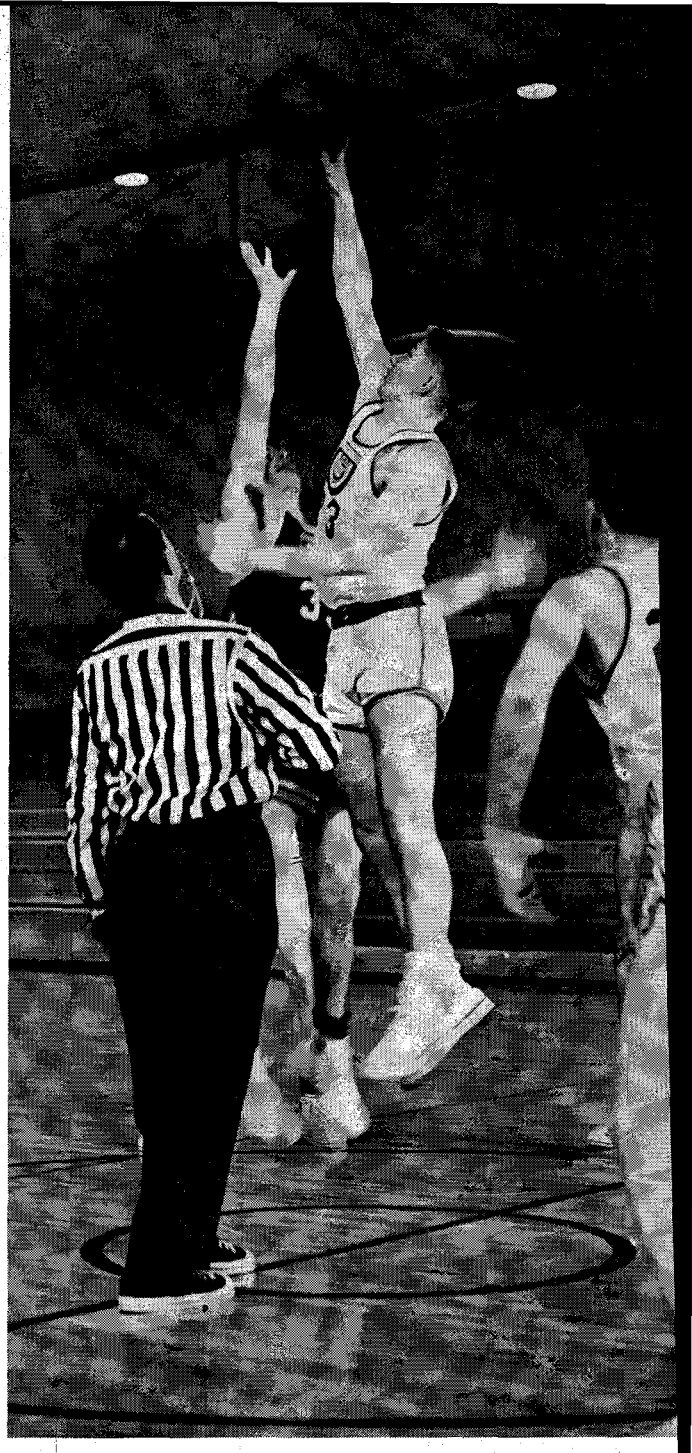
DRESSING ROOMS—Examine the dressing rooms carefully and determine what supplies are needed for the tourney. Check towels, lockers, soap, showers, and first aid supplies. Make sure the room is cleaned up prior to, during, and after the games. Provide facilities for safeguarding the valuables of the players.

ASSIGN SPACE—Be sure to assign each team to a specific dressing room well in advance of the tournament. If possible, list the time that they are to use the rooms and provide each team with mimeographed instructions regarding use and care of facilities.

SEATING—If your tournament is well-attended, make sure that the seating is adequate, the seats clean, and that reserved areas are provided for each team and their spectators.

OFFICIALS' ROOM—Establish a definite room where the officials can dress. Make sure they have adequate towels, soap, and locker space.

REFRESHMENT FACILITIES—Spectator interest will be increased if you provide a refreshment stand for beverages, easily accessible from the stands. See that it is well-stocked with supplies —and that the prices are reasonable.



INDUSTRIAL BASKETBALL tournaments can be turned into colorful, exciting events if adequate attention is given to pre-tourney planning. This includes a close check of gym facilities, publicity, equipment and uniforms, spectator facilities, decorations, entertainment, and officials.

RESTROOMS—If you are using a public facility not commonly used by company employees, be sure that restroom locations are marked. And, most important, see that they are clean.

LIGHTING—Check the gymnasium lighting in advance to see that the floor is properly illuminated. Replace burned-out bulbs.

FLOOR AREA—See that the gym floor is cleaned prior to the tourney. A dirty facility is not only dangerous for the players but will effect the entire "appearance" of the tournament.

Advance Publicity

It takes a lot of advance information, drumbeating, and press coverage to arouse interest in an industrial basketball tournament. One simple announcement won't do the trick. You've got to keep hammering the idea home to every member of your industrial family. Utilize the company paper, regular mimeograph announcements, news releases to local newspapers and radio stations, bulletin boards, and anything else that will highlight the tourney. Assign a publicity man to the event and keep a steady stream of player rosters, game statistics, posters, and feature stories going out of your office. And, most important, provide adequate picture coverage both before and during the tournament.

Ceremony and Decorations

If you "dress up" your tournament, you'll find that it will not only be more attractive to employee spectators but the players will get more enjoyment out of competing. Here are a few things that help:

GYM DECORATION—Use banners, streamers, and signs to give the gym the tournament "atmosphere." Be sure to have a sign which identifies the tournament and its team participants at the entrance to the gym. Give the event all of the color you can.

MUSIC—Be sure to fill in the time-outs, halftime, and between-game periods with either canned music over the PA system or with a "live" band. Many spectators come to watch basketball games just to hear the music. Give thought to the type of music to be played, keeping it lively.

ENTERTAINMENT—Possibly a little professional or "company amateur" entertainment, spaced between games, would lift your tournament out of the realm of an ordinary event to a gala affair. Think about it.

Those Little Things

If you pay special attention to some of the little items in the physical arrangement of the tournament, you are certain to have greater success and will operate an efficient event. Check these items:

PA SYSTEM—Make certain that the public address system is working properly. Assign an announcer with a dignified, authoritative voice. Brief the announcer on his duties. Avoid PA chatter!

SCOREBOARD—Be sure the scoreboard is in working order, too. Use signs to identify each team. And, most important, assign a competent person to operate it.

OFFICIAL BALL—Choose an "official" ball well in advance of the tournament and inform each team, as well as officials, of its specifications, brand, and type.

PRACTICE BALLS—Have practice balls available, on the floor, for each team to use during the pre-game warmups. Usually six to eight are sufficient. Have them cleaned before and after use.

ASSIGN OFFICIALS—Prior to the tournament, assign competent men to handle all of the official assignments.

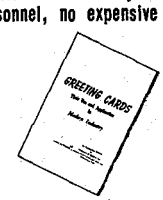


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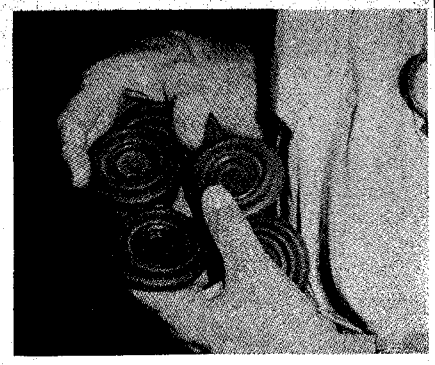


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Washer Pitching

By HORACE CRAIG

Convair, A Division of General Dynamics Corp.
Fort Worth, Texas



RUBBER washers are used for the game. Most players prefer to use discs like those shown above which are sold by furniture stores to protect floors and rugs from damage.

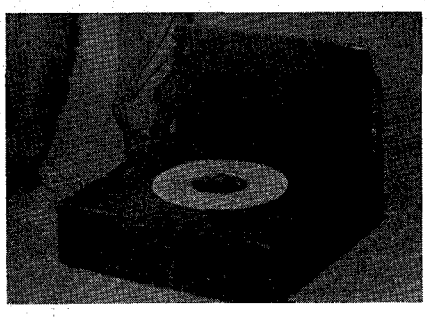
Ever since the Convair plant opened at Fort Worth in the early 1940's, employees have been pitching washers during their regular breaks.

Washer pitching has become such an institution at Convair that the recreation director now appoints a "commissioner of washer pitching" to direct and supervise the activities. An estimated 2,000 employees regularly toss washers during 10-minute breaks and during lunch periods. Some 400 sets of boards and washers are conveniently located throughout the plant.

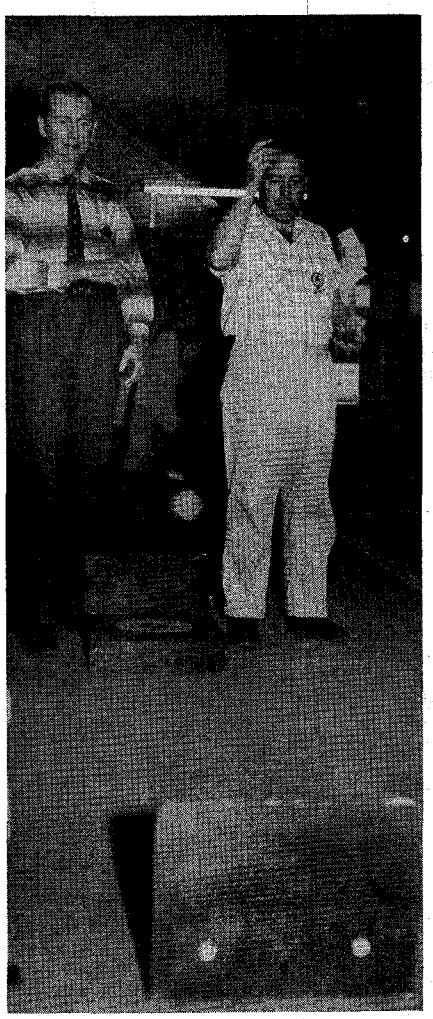
Regular yearly tournaments are held by the Convair Recreation Association to determine plant championships.

C. J. Hall, manager of the Convair Recreation Association, recalls that the game of washer pitching started outdoors, utilizing holes in the ground, and then moved indoors, with the introduction of washer boxes.

Actually, the game is simple to play. All you need are two square plywood boxes with a foot-high backboard. A hole, slightly smaller than four inches in diameter, must be cut in the center of the boxes. The boxes have no bottoms so the washers are allowed to drop directly to the floor after a score.



BOXES about two-foot square are used for goals. They have a one-foot high backboard and an opening four inches in diameter.



WASHER pitching is one of the most popular in-plant activities at Convair's Ft. Worth, Texas plant. Over 2,000 workers play the game during breaks and lunch periods.

Rubber discs 2½ inches in diameter (the type used to support table and bed legs are excellent) are used as pitching washers. Originally, Convair employees used steel washers for the game, but they chipped up the floors so badly that a change to rubber discs was made.

In regulation play, boxes are placed 18 feet apart. A washer in the hole counts five points. Nearest washer to the hole counts one point (unless there is one in the hole). A "game" is 21 points. The game can be played as "singles" or "doubles," similar to horseshoes.

Tom Croft, chief of Convair employee services, says: "Washer pitching is an excellent activity for in-plant recreation. The game is set up quickly, and the equipment can be stored in out-of-the-way places, with no interruption of normal work.

M. E. Goolsby, Convair's current commissioner of washer pitching, states that one of the unwritten rules of the game at Convair is that winners of in-plant games stay "up" until a challenger defeats them. The defeated players must await their turn to challenge the "up" team.

Washer pitching tournaments are held at the Convair Recreation Area during weekends and generally draw about 40 to 50 contestants.

Washer Commissioner Goolsby has this to say about the benefits of the game:

"Washer pitching seems to be an answer to combating employee fatigue. It gives the worker a chance to get his mind off his work for a few minutes, allowing him to return to his job fresh. Employees enjoy the game at Convair, and the company benefits too."

Analysis of Retirement Quiz

See Page 8

IN each lettered group in the retirement quiz, one statement represents the constructive point of view. If you checked that statement, your adjustment will be a good one. However, if you checked either of the other two statements in each group, here are suggestions for developing new—and more successful—attitudes toward retirement.

1. If you checked either A or B in this group, it would seem that your interests are narrowing. Try to find some new interests, not only to add "seasoning" to your life but to preserve good mental health. Finding a new hobby or recreational activity that you can participate in after you retire will help.

2. If you checked A or B, conserve your health by all means, but over-concentration can take the joy out of living and people will consider you a hypochondriac. It's a good thing to remember that when some one asks "How are you?, he doesn't want to hear a "sob story." In picking sports and recreation activities for retirement it's a good idea to check your physical capacities with a doctor, after a regular physical check-up. You're probably in much better physical condition than you realize and can get a lot of enjoyment out of wholesome exercise. But don't take chances. Your doctor can give you the best physical "picture" of yourself.

3. If you checked A or C, you may be one of those overanxious persons who is always worrying. Worrying won't help matters, and it can make them a lot worse by making a physical wreck of you. Learn now to relax—it's much healthier.

4. If you checked A or B, consider that there's such a thing as being overconservative and resistant to change. Life means change, so you might as well accept the idea in all aspects of living.

5. If you checked A or C, you should realize that there's all the difference in the world between being cautious and denying yourself the use and enjoyment of what you have.

6. If you checked B or C, the indication is that you're making yourself unnecessarily unhappy by being oversensitive. People and situations sometimes are hard to take. But society doesn't wrap its adults in cotton. After all, how can anyone expect to go through life without being hurt at times?

7. If you checked A or C, you're tending to be inflexible and rigid. Make an effort to be otherwise, for it will be a lot easier for you to adjust to changes in later life.

8. If you checked A or B, you're fortunate to have good memories of the past, but by always bringing up the past you are apt to become a terrific bore —and people will start avoiding you. Find new interests, new outlets for your ambitions and you'll find that the enjoyment of the present can be as pleasant as any past experience.

9. If you checked A or C, better change your tune. Life is precious and can be fun at any age if you live each day to the fullest. You need more activities.

10. If you checked A or C, in limiting your personal relationships to old friends and coworkers, you may someday find yourself in the position of being without any. That's one of the advantages of learning a few recreation skills early in life and carrying them with you into retirement. You'll find that recreation outlets give you the opportunity to meet new people, enjoy new experiences, and broaden your personal relationships. You become a bigger person as your interests and friendships broaden. Recreation gives you a whole world of active experience.

11. If you checked B or C, you should realize that the appearance you make has an important effect on others as well as yourself. It's amazing what attention to appearance can do for morale. It can stimulate your entire viewpoint on life, carrying your mind outside of yourself to enjoy the things and people around you. Try it.

12. If you checked B or C, better change your attitude. Retirement can be rewarding, perhaps the most constructive period of life. But it's largely what you make it; and to make it really valuable, you must prepare for it today—and be ready for it tomorrow. Recreation interests and activities do not end abruptly at 55 or 65 but carry on throughout life. Select the ones you like now, practice them, and pleasure with them throughout retirement.

BOAT & SPORT SHOWS

Here is a list of the major boat, travel, and vacation shows to be held throughout the United States during March:

Mar. 4-9—San Antonio Sport & Boat Show, Texas.

Mar. 8-16—Detroit Sports and Travel Show.

Mar. 10-18—Long Island Boat & Sportsmen's Show. Jamaica.

Mar. 14-23—American & Canadian Sportsmen's Vacation & Boat Show, Cleveland.

Mar. 14-23—Land-O-Lakes Boat, Marine & Tackle Show, St. Paul, Minn.

Mar. 15-22—Houston Boat & Vacation Show, Texas.

Mar. 15-April 15—New Jersey Boat Show, Bay Head.

Mar. 18-23—Virginia Motor Boat & Sportsmen's Show, Richmond.

Mar. 22-30—Great Lakes Boat Show, Milwaukee.

Mar. 22-30—Columbus Dispatch-Journal Sport, Vacation, Travel, & Boat Show.

Mar. 27-Apr. 1—Iowa Sports & Vacation Show, Des Moines.

INDUSTRIAL RECREATION . . .

What Are It's Benefits To Your Company?

Unfortunately, not everybody is fully aware of the benefits that a company derives from its recreation program. Some people still think that employee recreation is just another way of allowing an employee to "let off steam on his own time." Of course, if recreation programs in business and industry were founded on such poor philosophy, they would die in no time at all.

There are literally thousands of successful recreation programs in business and industry today. To determine what benefits business and industry are receiving from current recreation programs, RM asked four officers of the National Industrial Recreation Association the following question: "What are the benefits to your company from its employee recreation program?" Here are their answers:



KENNETH KLINGLER

NIRA President
and assistant personnel director, Consolidated Electrodynamics Corp., Rochester, N. Y.

"When the Rochester Division of Consolidated Electrodynamics Corporation was being organized in late 1952, our management encouraged the immediate formation of an employees' recreation club. They reasoned that the basis for a successful personnel program was a common level of understanding between the men on the job and management itself.

"This objective, it was expected, would best be obtained by a well-developed program of fringe benefits which was to include the 'employee recreation program.' Having laid a firm foundation right from the start, the club has maintained a successful program of activities through the years.

"There is a very close association between all workers at our plant due to the better understandings that are developed through recreation activities.

"It is also a well-known fact that our recreation program has contributed to the reputation that Consolidated Electrodynamics has of being a good place to work. This is proof of good employer-employee relations both inside and outside of the plant."



VERN F. PEAK

NIRA Vice-President
director of personnel services, Kaiser Steel Corporation, Fontana, California.

"Our employee recreation program brings closer association and better understanding between employees and supervision. This improves management-employee relationships both inside and outside the plant.

"The favorable publicity the program receives improves community public relations and emphasizes the fact that Kaiser Steel is a good place to work. This has attracted many fine people as employees.

"Certainly, the program has helped sell the company to the families of employees. Furthermore, it has aided in identifying potential supervisors and leaders in the hourly ranks."

T. G. CROFT

NIRA Vice-President
chief of employee service, Convair, a division of General Dynamics Corporation, Fort Worth, Texas.



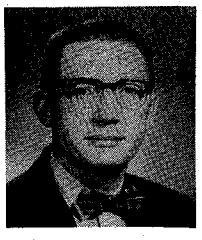
"Convair Fort Worth, through the Convair Recreation Association, sponsors 50 bowling teams, three 6-team softball leagues, and 13 touch football teams.

"For the employee whose recreation lies on the less strenuous side, CRA provides everything from table tennis to stamp and coin clubs—more than 30 different activity groups.

"How much better is the end product when satisfied employees take pride in their work and feel themselves a part of the team? Attendance on the job is better. Productivity and quality are superior."

JOHN H. LESLIE

NIRA Vice-President
and recreation director, Minnesota Mining and Manufacturing Company, St. Paul, Minnesota.



"You say recreation won't pay off? We say it will and 3M bets folding money on its *a la carte* program. The big payoff, you see, is employee 'togetherness.'

"The employees of Minnesota Mining and Manufacturing are having fun—lots of it—and in many different ways, but they are doing something much more important than just playing. They are building 'togetherness' at 3M.

"The money spent by 3M at its main plant in St. Paul for recreation has been returned in immeasurable amounts of high employee morale. Also, the program has helped to sharpen or increase the skills of our employees. And, for the older employees, recreation is a subtle way of preparing them to adjust to hobbies especially suited to old age."

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The Nation's No. 1

RECREATIONAL GYMNASIUM

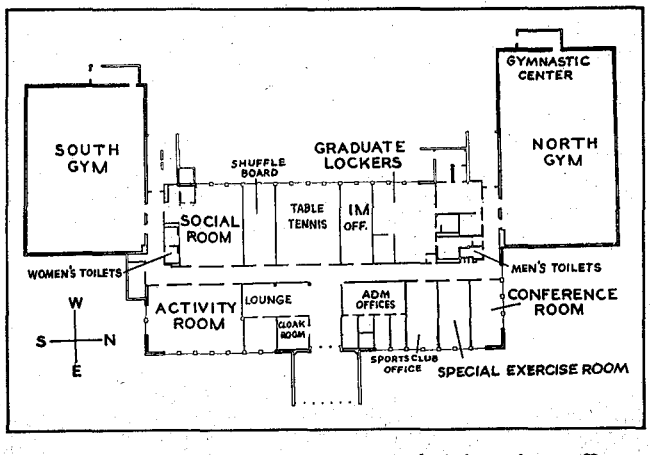
Purdue University, one of the leading institutions in the training of industrial recreation leaders, opened a new $2,500,000 recreational gymnasium last September which is certain to rank as the nation's top recreation facility.

Few, if any, recreation centers in the United States can match Purdue's recreational gymnasium in the wide variety of recreation opportunities that it provides. This new facility provides for competitive team sports, individual and dual sports, informal activities, non-competitive activities, social activities, sports clubs, outing and co-recreational activities.

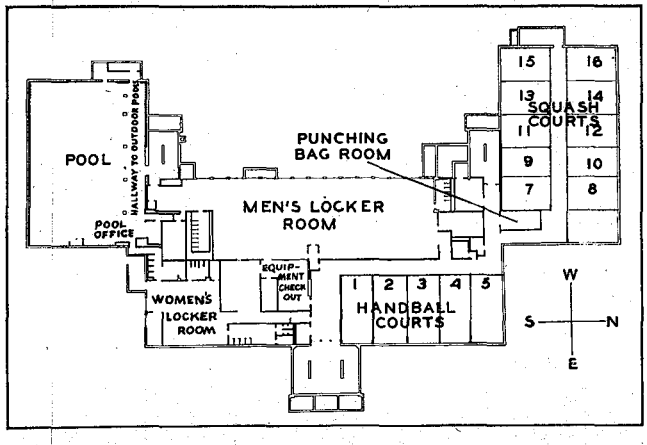
Among the recreational gymnasium's unique features are a rifle range with eight firing points, a golf driving range complete with sand traps, a padded room for judo, an indoor archery range that includes a workshop for making the archer's own equipment, and a main gymnasium that can accommodate four regulation basketball courts, or six volleyball courts, or twelve badminton courts, or combinations of any of these.

The recreation center is being financed entirely from a bond issue to be retired from student fees. Students pay a recreational fee of $5.00 per semester, which entitles them to the use of all facilities, equipment, lockers, and towel service without additional charge.

The recreational gymnasium was designed and constructed for the sole purpose of meeting both the interests and needs of the student body. In the true sense, the structure is *not* a gymnasium, but rather a physical recreational center.



MAIN floor includes two gyms, administrative offices, sports club offices, social room, and special activities rooms. The Purdue recreational gymnasium utilizes three floors, provides facilities for over 40 different sports.



GROUND floor features a 25-yard indoor swimming pool, 5,000 men's lockers, and 600 women's lockers. The Purdue layout also includes an outside swimming pool and diving pool. Facilities are open to men and women students.

THE AMATEUR SOFTBALL ASSOCIATION OF AMERICA

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Governing body of softball in the United States, and affiliated with the International Softball Federation, United States Olympic Association, Amateur Athletic Union, and National Recreation Association. A not for profit corporation, incorporated and dedicated to develop and perpetuate interest in softball and to further the spirit of sportsmanship among the youth of America.

BALLS AND STRIKES

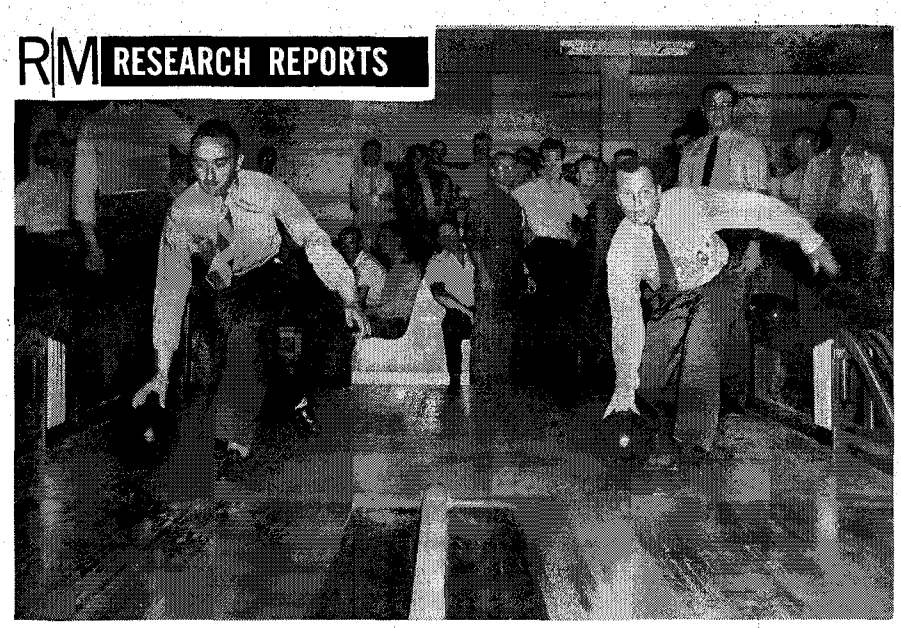
Monthly softball newspaper, and official publication of the Amateur Softball Ass'n. Up-to-the minute news of Softball in the United States and 34 Foreign Countries. The only publication of its kind. Subscribe and keep abreast of the latest developments in softball. Subscription $1.50 per year, special bulk rates. Send subscription to—Balls and Strikes, 11 Hill St. 201, Newark 2, N. J. or write for details.

OFFICIAL GUIDE AND RULE BOOK

The 1958 Softball rules have been completely recodified, and are a must for every softball player and manager. This is the only official guide and rule book of the International Joint Rules Committee on Softball. Delivery March 1st, 1958. Special prices to Industry, list . .75¢ per copy. Send your order now to Amateur Softball Ass'n. 11 Hill St., Newark 2, N. J. to insure prompt delivery.

THE AMATEUR SOFTBALL ASSOCIATION WELCOMES INQUIRY FROM INDUSTRY

Our services are free to members of the National Industrial Recreation Association. Write the National Office, 11 Hill St. Suite 201, Newark 2, New Jersey for the name and address of our local representative, and for information on our activities. We will gladly assist you with your softball problems.



BOWLING RETAINS Number On spot in industrial recreation popularity based on a recent 240 company NIRA survey. These two members of Republi Aviation's employee bowling league are but two of an estimated 8 millio U. S. business employees who bowl i organized leagues every year.

Top Twenty Industrial Sports . . . HOW DOES YOUR COMPANY COMPARE?

Bowling, golf, softball, basketball, and table tennis rated as the most popular industrial sports in 1957, based on a survey of 240 companies made by the National Industrial Recreation Association last year.

By comparison, the National Industrial Conference Board surveyed 264 industrial firms in 1949 and found bowling, softball, golf, basketball, and horseshoes topped the list. Here's a comparison of industrial sports popularity based on these two surveys; and how sports popularity has shifted in the last eight years:

1949			1957	
SPORT	PER CENT	RANK	SPORT	PER CENT
Bowling	93.6	1	Bowling	94.1
Softball	82.2	2	Golf	92.9
Golf	77.7	3	Softball	90.8
Basketball	69.3	4	Basketball	72.5
Horseshoes	50.8	5	Table Tennis	41.2
Baseball	47.3	6	Horseshoes	40.8
Table Tennis	44.3	7	Shooting (Rifle-Pistol)	34.1
Lawn Tennis	36.0	8	Baseball	27.9
Fishing	27.3	9	Archery	27.0
Shooting (Rifle-Pistol)	26.5	10	Volleyball	22.0
Volleyball	25.8	11	Badminton	22.0
Badminton	20.8	12	Lawn Tennis	20.8
Swimming	20.5	13	Swimming	20.8
Archery	16.3	14	Shuffleboard	18.7
Shuffleboard	15.9	15	Roller Skating	16.6
Billiards	13.6	16	Dart Games	12.5
Dart Games	13.3	17	Casting (Bait-Fly)	11.6
Roller Skating	13.3	18	Ice Skating	10.4
Handball	9.5	19	Billiards	9.5
Boxing	8.7	20	Touch Football	7.5

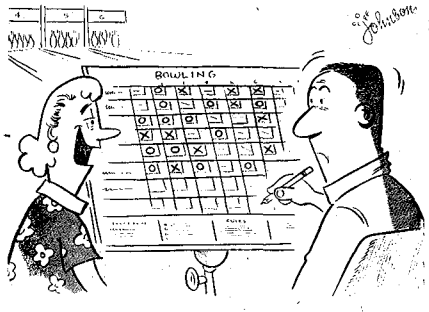
Bowling retained its position as the leading industrial recreation activity, but was closely matched by golf which showed a 15.2% gain in popularity in the past eight years. Softball slipped to third spot, with basketball retaining fourth with a 3.2 gain.

Table tennis, although 3% less popular in 1957 than 1949, moved into the top five as horseshoes lost 10% and dropped to 6th.

Also significant is the growing appeal of archery which scored a 10.7% gain due to the increasing popularity of bowhunting among company employees.

Roller skating, which was 18th in 1949, jumped to 14th last year based on a 3.3 gain.

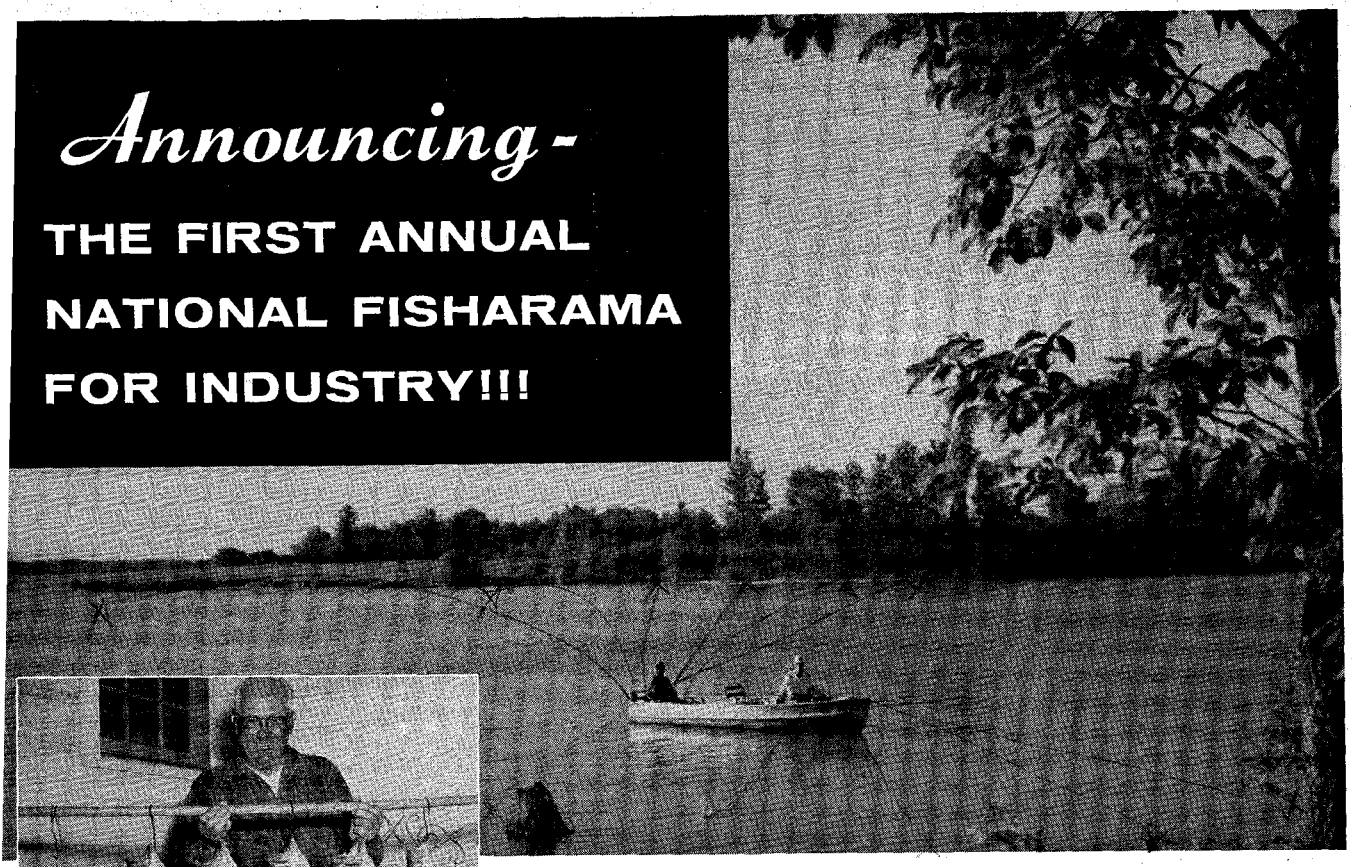
The only sport that showed a tremendous decline was bait and fly casting which, in part, was due to the fact that the 1949 survey simply listed this activity as fishing.



"I think I'm beginning to catch on. It's just like Tic-Tac-Toe, Right?"

Announcing -

THE FIRST ANNUAL NATIONAL FISHARAMA FOR INDUSTRY!!!



A national fishing contest for industry's best fishermen will be held here in 1958!

Here's the Story

In late September, the champion fisherman of N.I.R.A. member companies will be eligible to compete in the 1st Annual National Fisharama for Industry.

Company champs, as determined by each company through their own contests, will convene at Paris Landing State Park on Kentucky Lake to see who is industry's national fishing champion. An entry fee will be charged to cover boat and guide expenses. Housing will be at Paris Landing Inn.

In addition, N.I.R.A., in cooperation with The Sportsman's Club of America, will award certificates of merit to the winners of each company's fishing contest. Handsome trophies will be sent to the company recreation director for presentation to the national champions in the fresh-water divisions and youngsters' contests.

Plus

National and Merit Awards for your company fishing contest winners:

1. **Fresh-Water Division**
2. **Employees' Youngsters' Fishathon**

Entry forms and complete contest rules will be mailed to all N.I.R.A. member companies in February.

Sponsored by

THE NATIONAL INDUSTRIAL RECREATION ASSOCIATION
203 NO. WABASH AVE., CHICAGO 1, ILLINOIS
IN COOPERATION WITH
THE SPORTSMAN'S CLUB OF AMERICA
230 EAST OHIO ST., CHICAGO 11, ILLINOIS

Don't Sell Recreation Short When You Seek June Grads

Company recruiters may find the going easier on college campuses this year if they put more emphasis on recreation opportunities.

Next June's college senior again will hear the eager rat-tat-tat of industry knocking on his dormitory door. The college graduate of 1958 will be in even greater demand than he was last year, especially if he has majored in engineering, chemistry, accounting, or math.

Company recruiters, who have used money as their chief lure for the past five years, are taking a new look at company and civic recreation opportunities as a new attraction.

"It's going to be hell again this year," commented a company recruiter from a small electronics firm, "but I'm convinced I can bring home more talent this year by convincing the graduates that we've got more to offer in employee recreation than any other plant in the east."

This seems to be sound thinking. Many college students chose a particular college originally because it offered them an opportunity to participate on the tennis team, debate team, or because the school had a fine integrated extra-curricular program. It makes sense that these students want to continue developing many of their leisure-time interests as well as earning a living through their chosen profession.

Positions Unfilled

Last year business and industry were able to fill only 66 per cent of their requirements for technical students. And 20 per cent of the non-technical positions went unfilled. These facts were reported recently by D. F. Waggoner, General Motors director of salaried personnel recruitment, following a survey of the 262 Midwest companies hiring college graduates.

What college graduates want most today is security and a pleasant environment in which to live, get married, and raise families. Lyle Spencer, president of Science Research Associates, conducted a survey of 450 students of two top graduate schools and found that the students placed noneconomic interests among their principal wants. The young college graduate realizes that opportunities for personality development, leadership training, and emotional satisfaction are equally as important as high salaries.

Company Recruiters

Company recruiters can profit from these findings. Since it is becoming increasingly more difficult to hire choice talent from college campuses, it is even more important to present the full picture of what "your company" offers beyond job opportunities. The recruiter might well sit down with his company recreation director, prior to his campus visit, and list the recreation opportunities available to employees.

Sometimes recreation benefits sound bigger than salaries. Take full stock of your recreation activities, both in your plant and in your community. College grads are interested in art, music, sports, leadership training, travel, crafts, and a variety of other activities that you undoubtedly have to offer.

Just remember that today's college extra-curricular programs are loaded with recreation activities. Today's college senior has grown accustomed to these "extras" and will be looking for them in his new job.

One college placement officer even went so far as to say, "college grads are picking their jobs with a travel folder these days." So, don't sell your own recreation program short when you make your recruitment foray onto the college campuses this year.

Featurette

How Well Do YOU Know Your Hockey?

Here's a one-minute hockey refresher course through the courtesy of Bausch & Lomb Optical Co., Rochester, N. Y., and members of the Rochester Amerks hockey team.



The puck is put in action by "FACE-OFF" at start of play or after a penalty.



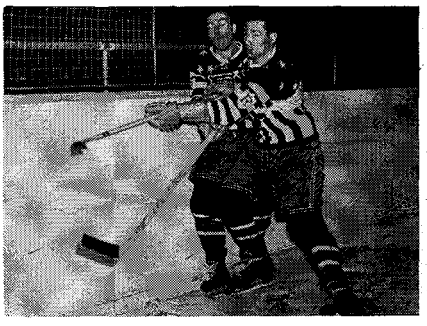
"SAVE" by goalie.



"ELBOWING"—2 minute penalty.



"TRIPPING"—2 minute penalty.



"BOARDING"—sometimes illegal.

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ATHLETIC EQUIPMENT

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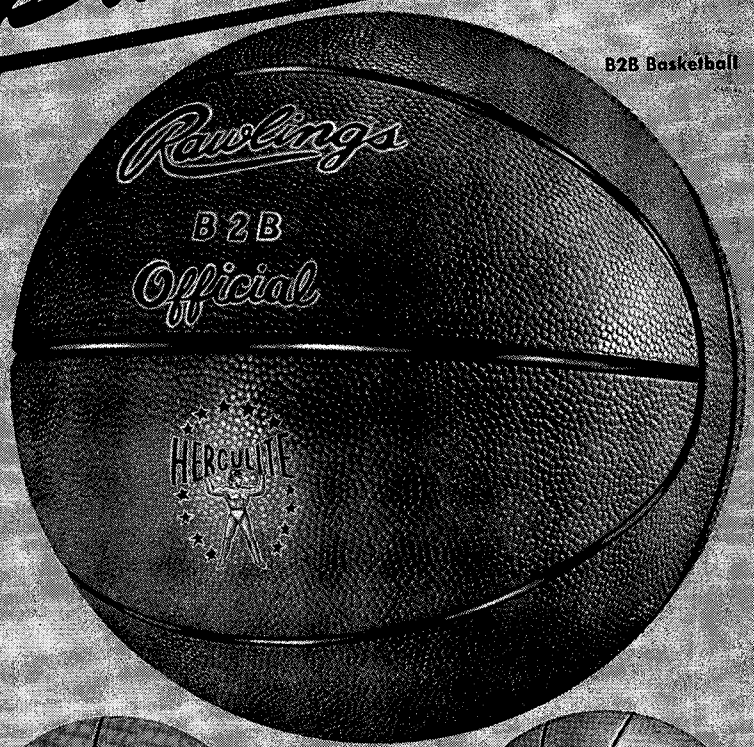
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ATHLETIC BALLS

- ✓ Multi-ply fabric construction
- ✓ Molded concave seams
- ✓ Improved pressure-lock valve
- ✓ Sharp "Deep-Tread" pebbling and Formula-15 treatment on footballs and basketballs
- ✓ Softer feel
- ✓ Rugged rubber covering

These are just a few of the features that make these Herculite balls the best that money can buy—the very tops in performance, quality and wear.

The Finest, Most Durable Balls Made!

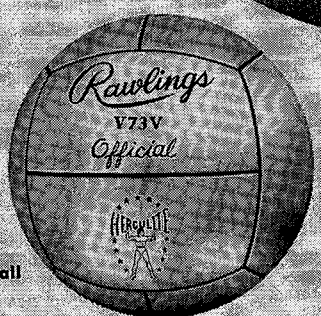




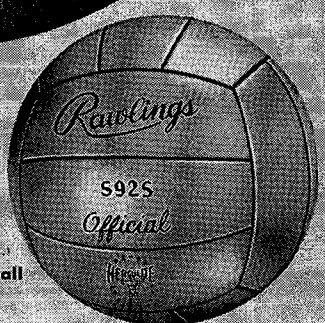
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F3F Football



V73V Volley Ball



S92S Soccer Ball


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RECREATION MANAGEMENT

MARCH, 1958

THE NATIONAL MAGAZINE OF RECREATION IN INDUSTRY



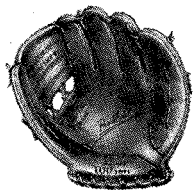
Planning your '58 sports program?

USE THIS HANDY Wilson EQUIPMENT CHECKLIST!

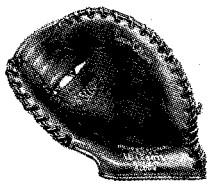
Proper equipment is the backbone of a successful sports program—and this Wilson baseball and softball equipment is the finest! Widest selections of quality sports equipment at prices to fit any program!

BASEBALL GLOVES and MITTS

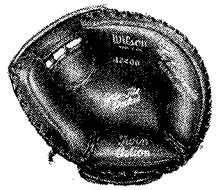
Tops in the majors, and every league. Most complete selection!



A2000 Pro Model fielder's glove with exclusive snap-action.



A2800 Big Scoop Baseman's Mitt with pre-formed double pocket.



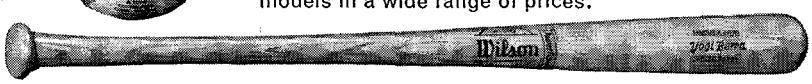
A2400 Twin-Action Catcher's Mitt— the very best!

BASEBALLS BATS



Baseballs...exact to major league standards, priced to fit every program!

Wilson Famous Player Bats...numerous models in a wide range of prices.



SOFTBALL GLOVES and MITTS

Durably constructed for seasons of play!



A9810 Quality leather glove —with wide deep pocket.



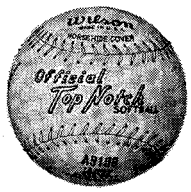
A9850 Spear-M-Model baseman's glove, extra large size.



A9862 Catcher's Mitt—most efficient, durable mitt in the game.

SOFTBALLS





12, 14 and 16-inch softballs, washable horse-hide covers, built for longer life

UNIFORMS



Wilson uniforms for baseball and softball are acknowledged the finest on the field. Proof is in the play—and Wilson uniforms are used on a majority of Major League clubs. Wide range of prices, styles! Wilson protective equipment includes catcher's chest protectors, masks, leg guards and batter's protective helmets.

Order now from your dealer or Wilson representative, or— send for illustrated FREE catalog showing complete lines.

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AND CANADIAN INDUSTRY

17th ANNUAL INDUSTRIAL RECREATION CONFERENCE & EXHIBIT PROGRAM

THIS IS YOUR INVITATION
TO HAVE YOUR
COMPANY REPRESENTED
at the Year's Only

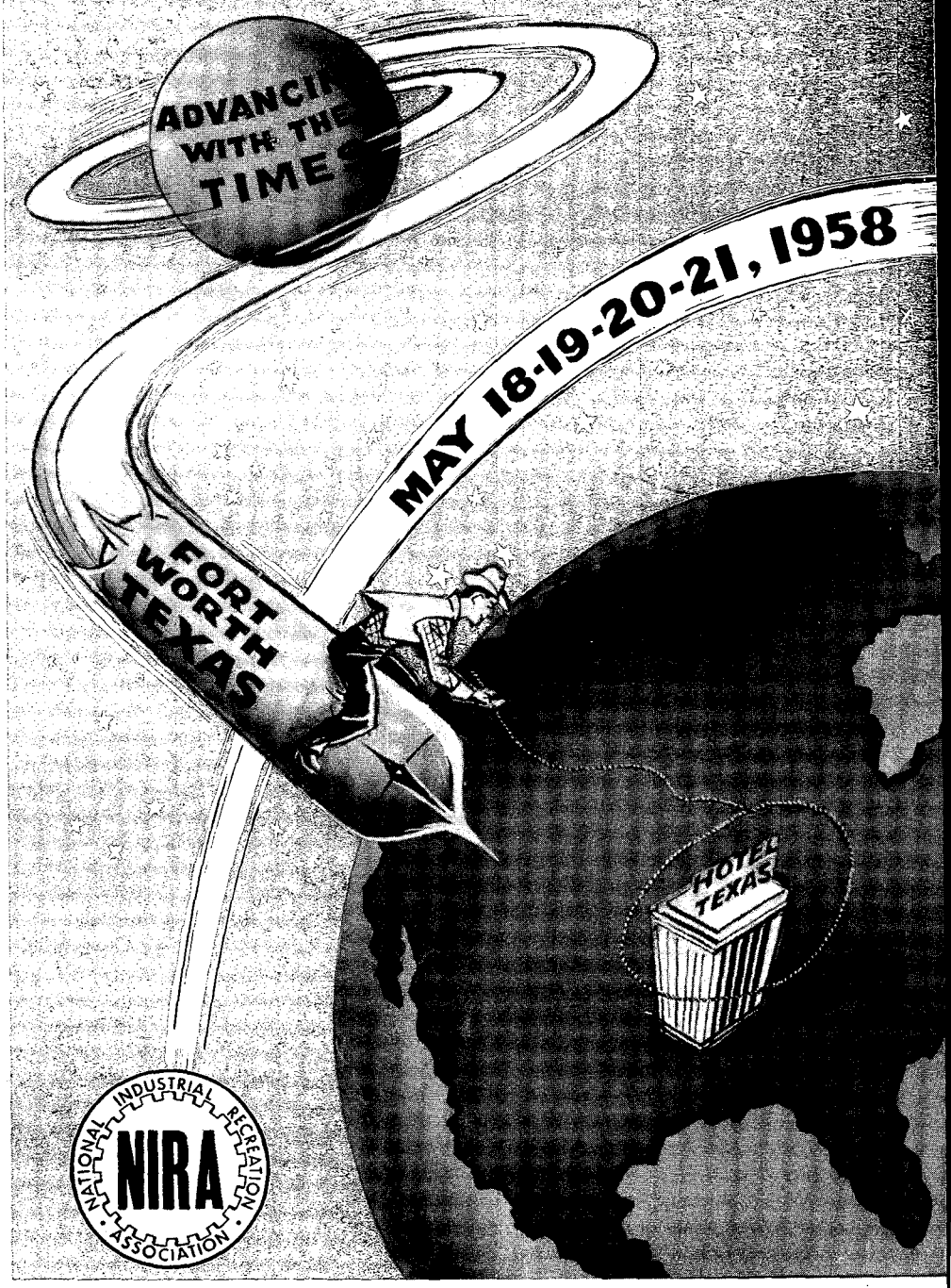
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)N INDUSTRIAL RECREATION

FOUR DAYS
MAY 18-19-20-21

the City Where the West Begins"
HOTEL TEXAS
FT. WORTH, TEXAS

CLINICS AND CLASSES

- How to Start a Program
- How to Finance a Program
- Which Activities Should We Offer
- Facilities and Areas
- Children's Christmas Parties
- Club Participation Ideas
- Leadership Seminar
- Sports Demonstrations
- Industrial Bands and Orchestras
- How to Improve Your Picnic



Here's your chance to hear and meet the nation's leading authorities in all areas of employee activities

EGISTER IN ADVANCE
WRITE—

NATIONAL INDUSTRIAL RECREATION ASSOCIATION
203 N. WABASH AVE., CHICAGO 1, ILL.
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PROGRAM OUTLINE

17th ANNUAL N.I.R.A. CONFERENCE AND EXHIBIT - MAY 18, 19, 20, 21, 19

Time	Sunday - May 18	Monday - May 19	Tuesday - May 20	Wednesday - May 21
7:00 A.M.	Church Services	Keyman Breakfast	Associate Exhibitors Breakfast	
8:00 A.M.	Church Services	Registration (All Day) Exhibit Hall Opens	Registration Exhibit Hall Opens	Registration Exhibit Hall Opens
9:00 A.M.	Set Up Exhibits	Panel Sessions 1. How to Finance the Rec. Program 2. Activities for Retired Employees 3. Travel Clubs (Organizing & Operating) 4. Handling Company Drives	Panel Sessions 1. Operating the Emp. Rec. Park 2. Participation Incentives 3. Industrial Recreation Research 4. Rifle and Pistol Programs	General Sessions 1. Communication & Prom. Techniqu 2. How To Use Community Facilities 3. Sports Clinic 4. Pet Idea Clinic
10:30 A.M.	Registration Opens (Lobby) (All Day)	Exhibits	Exhibits	Exhibits (Close at 11:30 A.M.)
Noon	Exhibit Hall-Grand Opening	General Session - NIRA Luncheon Address: A. C. Esenwein, Vice Pres.-CONVAIR	Luncheon - Ridglea Country Club	General Session Luncheon Dr. Shane McCarthy, Director President's Council Youth Fitness
2:00 P.M.	1st General Session - Keynote Speaker	Exhibits	Sports Demonstration (Ridglea CC)	Annual Business Meeting
3:00 P.M.	Exhibits 4:00 P.M. Panel Sessions 1. Employee Recreation Associations 2. Noon Hour Activities 3. Volunteer Leaders 4. Activities for Women Employees	Panel Sessions 1. Rec. Dir. & Industrial Relations 2. Company Picnics-Amusement Parks 3. Children's Christmas Parties 4. Rec. Programs for Small Companies	CONVAIR RECREATION AREA 1. Western Parade 2. Tour of Area Recreation and Activities Demonstration	Election of Officers
5:30 P.M.	Exhibits	Exhibit Hall Closes	CONVAIR RECREATION AREA 1. Chuck Wagon Dinner 2. Rodeo	
6:00 P.M.	Exhibit Hall Closes	Dinner (Open)		
7:00 P.M.	Welcome Reception (Convair)			Inaugural Banquet & Floor Show
8:00 P.M.		General Session - Keynote Speaker		
9:00 P.M.		Regional Caucuses	Frontier Party - C.R.A.	

WIVES' PROGRAM

Morning	Church Services Registration	Country Style Breakfast and Bingo Party	Breakfast, Water Show Sports, Fashion Show - Hilton Hotel	Shopping Tour to Dallas
Noon	Luncheon - Western Hills Hotel	NIRA Luncheon	Luncheon - Ridglea Country Club	Luncheon and Fashion Show at Nieman-Marcus
Afternoon	Tour of Fort Worth	Tea and Book Review Fort Worth Club	Sports Demonstration - Ridglea CC 1. Western Parade 2. Tour of "CRA" Area 3. Recreation Activities Demonstration	3:00 P.M. - Return to Ft. Worth
Evening	Convair Reception	Conference - General Session	Convair Recreation Area 1. Chuck Wagon Dinner 2. Rodeo 3. Frontier Party	Inaugural Banquet Dancing and Floor Show - Hotel Texas

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A Non-Profit Service Organization
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Telephone ANdover 3-3306--6696

Executive Secretary
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YOU HAVE BEEN WAITING FOR THIS --
AND HERE IT IS!

YOUR HOTEL AND CONFERENCE REGISTRATION FORM
FOR NIRA'S 17th ANNUAL MEETING AND EXHIBIT AT
FORT WORTH, TEXAS, MAY 18, 19, 20 and 21, 1958

For the first time in our 17 year history we are holding our annual conference and exhibit outside the midwest and eastern markets. Previously the farthest south we have been was in Dayton, Ohio back in 1955.

Our good southwest industries have literally pulled all stops in preparing for this year's conference. They are set to show the rest of the nation that they can live up to every boast and claim registered in their bid: Y'ALL COME ON DOWN TO FORT WORTH FOR THE BIGGEST AND BEST NATIONAL RECREATION CONFERENCE EVER STAGED BY AND FOR AMERICAN AND CANADIAN INDUSTRY. HEAR!"

So...please fill out the advance registration form on the next page and mail it promptly to:

National Industrial Recreation Association
203 North Wabash Avenue
Chicago1, Illinois

DEADLINE FOR REGISTERING IN ADVANCE IS MAY 1, 1958. So do not delay. It has many advantages for you, such as:

*"First come, first served" on hotel rooms
*"First come, first served" on table assignment for the INAUGURAL BANQUET AND FLOOR SHOW
*Listing in the pre-conference directory
*Time-saver on registration day

REGISTRATION FEES FOR THE CONFERENCE ARE AS FOLLOWS:
(make checks payable to National Industrial Recreation Assn.)

NIRA Members (Company and Branch)	$35.00
Non-Members	40.00
Wives	15.00

YOUR REGISTRATION FEE INCLUDES:

*Registration Badge
*Conference Program
*Southwest Souvenirs
*Conference Proceedings
*Twenty-four Key Sessions
*Sunday Reception
*Monday Luncheon
*Tuesday Luncheon
*Chuck Wagon & Rodeo
*Banquet & Floor Show
*Sport Demonstrations
*60 Top Exhibits-Prizes
*Annual Meeting & Election
*Post-Conference Directory
*New Ideas for Your Program

Cordially

Don L. Neer

Don L. Neer
Executive Secretary



"Howdy Pardner!" *It's Fort Worth, Texas, May 18-21, 1958*
17th Annual Conference and Exhibit

ADVANCE REGISTRATION

RETURN BY MAY 1, 1958

National Industrial Recreation Association

HOTEL TEXAS FORT WORTH, TEXAS MAY 18, 19, 20, 21, 1958

17TH ANNU
CONFEREN
AND EXHIB

Gentlemen:

Please make the following registration for your 17th Annual Conference. A check for $_____ is enclosed.

1. Name_____ Address_____
   Title_____ Company_____
   Will arrive on_____at_____ Will depart on_____at_____
2. Please check type of accomodations desired.
   ☐ Single ☐ Double ☐ Twin Bedroom ☐ Suite
   Accompanied by ☐ Wife ☐ Children

RATES LISTED ON BACK

No._____Date_____ M-G-E_____ Paid_____ Amount Due_____

RESERVE	CHECK HERE	RATE $
Single Room (One Person)		
Double Bed (Two Persons)		
Twin Beds		
Parlor and Bedroom		

RATES — SINGLE ROOMS FOR 1 – $5, $6, $7, $10, $12.50

DOUBLE ROOMS FOR 2 (Double Bed) – $7, $8.50, $10, $12.50, $16

TWIN BEDROOMS FOR 2 – $8.50, $9.50, $12.50

PARLOR SUITES (2 Rooms) – $20, $25

All Rooms with Tub or Shower Bath.

If type room you wish is not available, the nearest priced room will be assigned.

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CUTS TRAVEL COSTS FOR EMPLOYEE GROUPS



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CLUB FLIGHTS TO EUROPE

- For employees of the same company, employees of the same State, Federal or Municipal government agency, and other CAB-approved groups.
- Flights to Continental Europe 30% to 40% *cheaper* than the proposed new thrift fares, enabling *millions more* to travel.

At last Europe is within the time and dollar budget of millions of bread-winners. Employees of your company can broaden their backgrounds, enrich their experience, and return to work refreshed after a dream of a vacation! ONA has a verifiable reputation for reliable, on-time performance — over 25 million miles' experience in over-water charter flights. Our fleet of new DC-6's equipped with air-borne radar and completely modernized DC-4's assure the comforts of tourist service with 36" seat spacing. Two stewardesses serve hot meals and provide all the other amenities of fine tourist service.

Now confirming dates direct or through your travel agent for 1958.

Write or phone for illustrated brochure or for rates and other information.

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RM LETTERS

Sign Us Up

We have just finished reading the January issue of RM and would like to subscribe to the magazine for the recreation unit presidents at 52 of our locations.

Dean Moneymaker
Recreation Director
International Shoe Co.
St. Louis 3, Mo.

RM for Library

We would appreciate receiving a copy of your new publication for our library. As you are no doubt aware, RECREATION MANAGEMENT will fill a lamentable gap in the field.

Alan G. Eisen
Ruder & Finn Advertising
New York 22, N. Y.

Disturbed

After reading the inaugural issue of RM, I find myself disturbed by the article, "EVERYBODY Gets Into The Act." (January, 1958 issue)

We here at Dayton Power & Light Company are indeed proud of our musical group, founded more than 25 years ago. Employee talent shows are not the new rage to hit the industrial scene as indicated by Mr. Sherman. Many companies like mine have been producing fine shows for over a quarter of a century without fanfare or the benefit of national publicity.

Jack C. Martin
Recreation Supervisor
Dayton Power & Light Co.
Dayton 1, Ohio

Editor's Note: It's true that many companies have been staging employee musicals and benefits for dozens of years. But, the idea has just started to catch on "throughout the industry." Company musicals have doubled in the past ten years. And, according to the statistics of the leading theatrical producers, U. S. industry is now one of the biggest buyers of professional shows and entertainment.

Officers Want Copies

Congratulations on the magnificent job that has been done to launch RECREATION MANAGEMENT. It certainly looks like you are well on your way.

I am sure that our officers will be very much interested in your magazine. Can you send me a dozen copies?

Howard Seehausen
Executive Director
Bowling Proprietors Assn.
Chicago 1, Ill.

Boss Likes RM

Our first copy of RM was well received here at Kaiser Aluminum. I believe we have hit the bull's eye with the magazine. My boss sat down in my office yesterday and read it through before I got a chance to do more than open it.

Roy E. Ellington
Recreation Counselor
Kaiser Aluminum & Chemical Corp.
Ravenswood, W. Va.

Off and Flying!

Vol. 1, No. 1 of RECREATION MANAGEMENT arrived this morning and I will say it looks as though you are off and flying. Very nice job and more readable than your Newsletter.

Jim Betts
Editor
Inplant Food Management
Chicago 11, Ill.

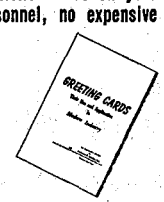


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This and many other advantages are yours with very little effort on your part. The W/S proved plan requires no full time personnel, no expensive floor space, no risk, no employee soliciting. Your employees will appreciate the convenience . . . you'll appreciate the added income.



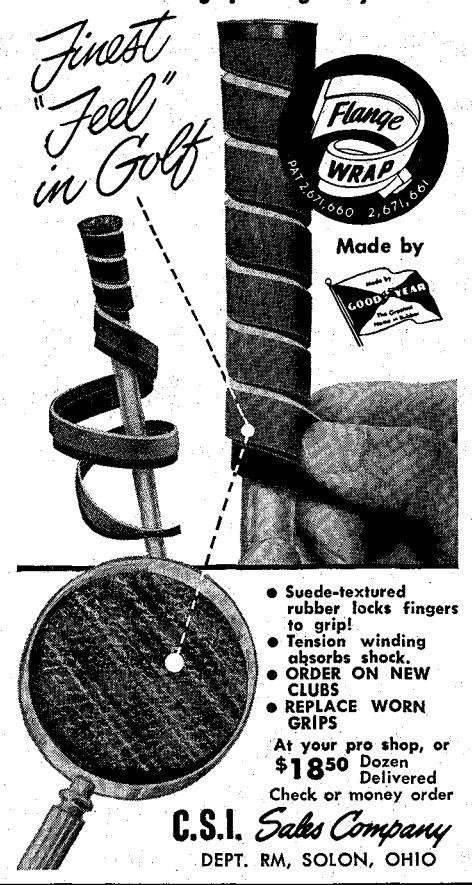
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RECREATION MANAGEMENT

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MARCH COVER: Two employees of North American Aviation's Columbus, Ohio plant take time off for a coffee break. Profits from in-plant vending devices are returned to employees through recreation services by over 50% of U. S. industrial firms.

IN APRIL "RM"

Make Mine Music—An interesting story of the Chorus in the industrial music program and how it contributes to the overall recreation program.

Recreation Oasis—American Potash & Chemical Corporation's Valley Wells, California recreation area is located in one of the most out of the way areas in the country. An interesting report on the value of recreation activities in raising employee morale under adverse conditions.

How To Organize An Archery Club—You'll want to learn how America's fastest growing sport, archery, can be fitted into your company program.

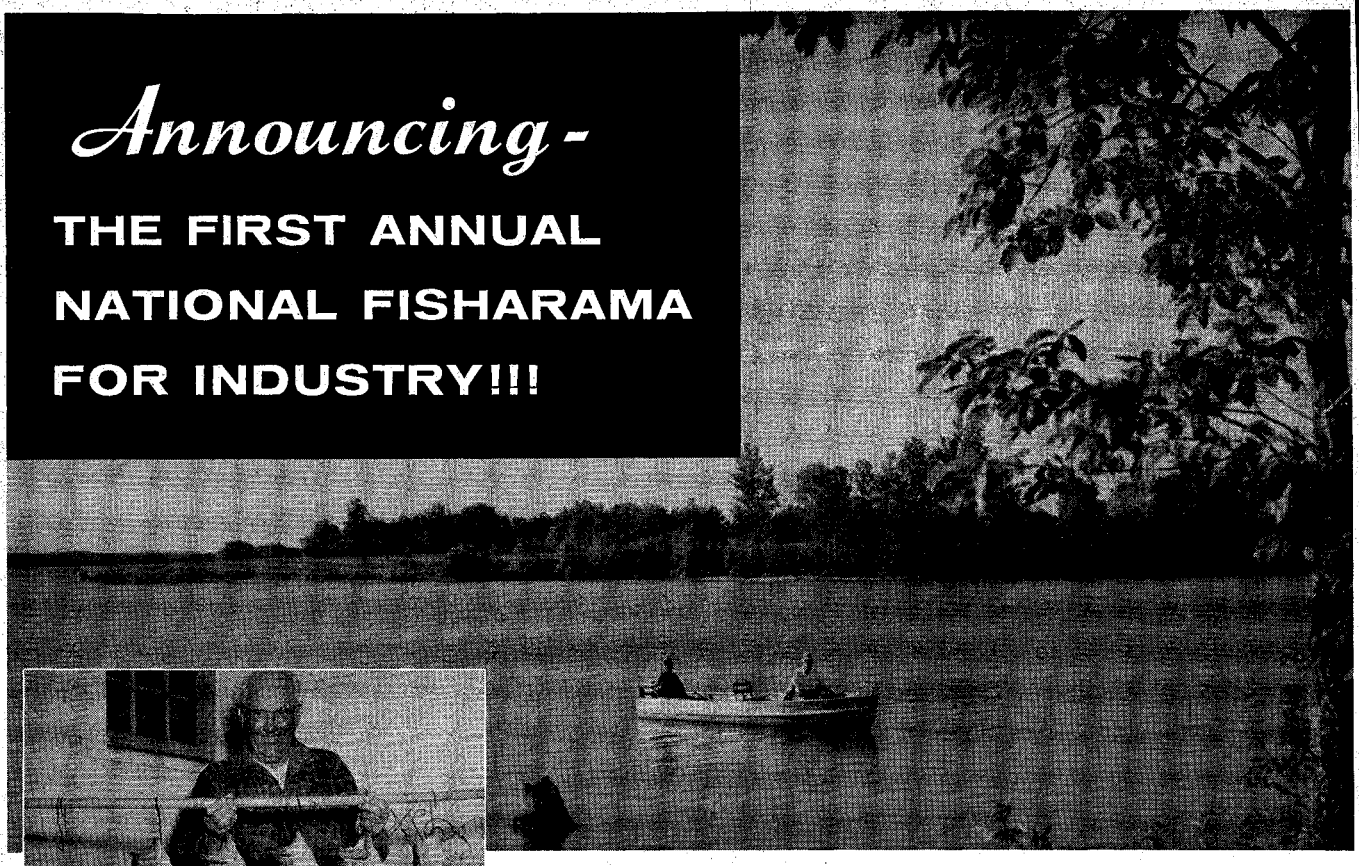
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Announcing -

THE FIRST ANNUAL NATIONAL FISHARAMA FOR INDUSTRY!!!



A national fishing contest for industry's best fishermen will be held here in 1958!

Here's the Story

In late September, the champion fisherman of N.I.R.A. member companies will be eligible to compete in the 1st Annual National Fisharama for Industry.

Company champs, as determined by each company through their own contests, will convene at Paris Landing State Park on Kentucky Lake to see who is industry's national fishing champion. An entry fee will be charged to cover boat and guide expenses. Housing will be at Paris Landing Inn.

In addition, N.I.R.A., in cooperation with The Sportsman's Club of America, will award certificates of merit to the winners of each company's fishing contest. Handsome trophies will be sent to the company recreation director for presentation to the national champions in the fresh-water divisions and youngsters' contests.

Plus

National and Merit Awards for your company fishing contest winners:

1. **Fresh-Water Division**
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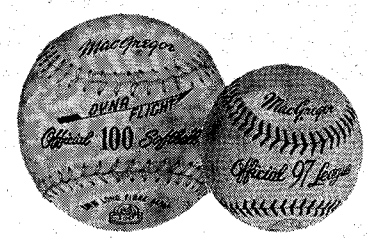
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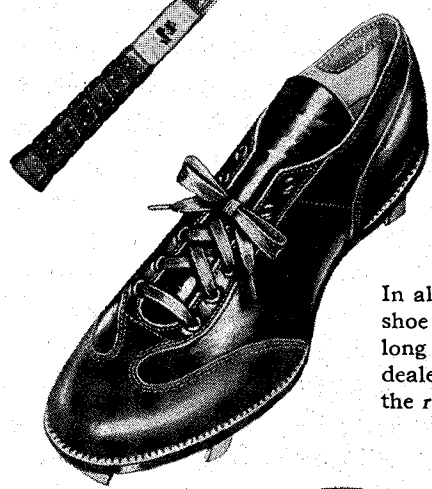
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There's a MacGregor ball to fill your needs—13 baseballs and 15 softballs to choose from. MacGregor has the ball in the range to fit your program.



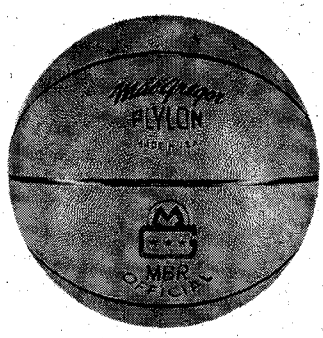
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Backed by more tournament wins — national, regional and local, MacGregor is the world's most wanted golf equipment . . . truly "The Greatest Name In Golf." For woods, irons, balls or bags select MacGregor.



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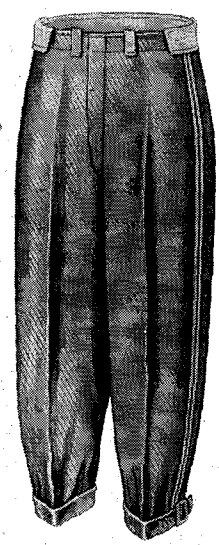
In all baseball or softball there's no finer shoe than MacGregor . . . for comfort, long life and smart appearance. See your dealer's entire MacGregor line to select the *right* shoes for your teams.



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Rugged MacGregor rubber covered basketballs, volleyballs, and soccer balls, are "big league" in every way. Easier to maintain and longer lasting.





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RM RECREATION ROUNDUP

N.I.B.L. Sportsmanship Awards to be Selected by Basketball Writers Ass'n

Sportsmanship awards for the player, coach, and team judged the most deserving at the close of the current National Industrial Basketball League season will be presented by the United States Basketball Writers Association.

LeRoy Chase, a member of the sports staff of the PEORIA JOURNAL STAR, has been appointed chairman of the NIBL awards committee to make the presentations.

The basketball writers association conducts similar sportsmanship awards programs for the professional National Basketball Association and for the various college basketball associations.

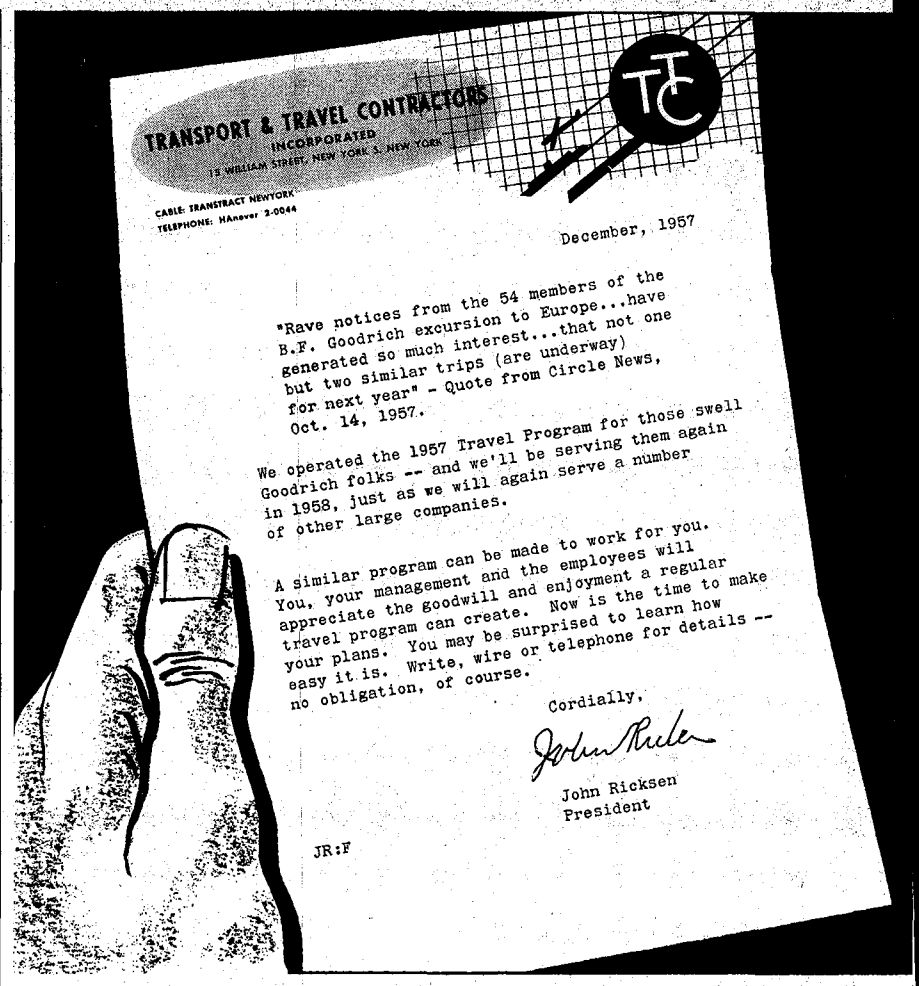
* * *

Country Club Dues Up 4 to 6½ Per Cent To Cover Increased Costs

If you belong to a country club you can expect to pay from 4 to 6½% more in dues this season. A survey of 50 country clubs by Harris, Kerr, Forster and Co. shows the average operating revenue per member to be $505 in 1958. Maintenance cost per golf hole is placed at $2,632, on which only $728 is recoverable in golf fees and admissions.



CARL YARDEEN, left, president of the Skylanders Club at Theo. Hamm Brewing Company, St. Paul, Minn., presents the club's first honorary lifetime membership to William Hamm, Jr., chairman of the board. William C. Figge (right), president of the brewing firm, looks on. The Skylanders Club, which was organized at Hamms early in 1957, now has a total membership of over 1,100 employees.



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December, 1957

"Rave notices from the 54 members of the B.F. Goodrich excursion to Europe...have generated so much interest...that not one but two similar trips (are underway) for next year" - Quote from Circle News, Oct. 14, 1957.

We operated the 1957 Travel Program for those swell Goodrich folks -- and we'll be serving them again in 1958, just as we will again serve a number of other large companies.

A similar program can be made to work for you. You, your management and the employees will appreciate the goodwill and enjoyment a regular travel program can create. Now is the time to make your plans. You may be surprised to learn how easy it is. Write, wire or telephone for details -- no obligation, of course.

Cordially,

John Ricksen
President

JR:F

New Physical Exam Policy On Age Basis at Du Pont

Oldsters will receive more physical examinations and younger employees fewer as a result of a new physical exam policy at the Savannah River Plant of E. I. du Pont de Nemours & Company, Aiken, S. C.

Plant manager Julian D. Ellett announced that recent studies show that employees' chances in the 35-39 age bracket of contracting long illnesses are twice as great as those in the 20-24 bracket.

As a result, employees under 30 will have examinations every two years; employees 31 through 50 will receive an annual examination; and those over 50 in addition to the annual physical will have a six months consultation. Examinations for those over 30 will include an electrocardiogram.

* * *

Fringe Benefits Up 11¢ Per Man Hour in Cleveland

An Associated Industries of Cleveland survey of 174 companies in the Cleveland area revealed that the cost of fringe benefits to Cleveland employers has risen 11¢ per man-hour in the past two years.

The average cost to the employer for fringe benefits was 38.54¢ per man-hour in 1955. In 1957, it was 49.5¢. Pensions and vacations led in the benefit increases.

* * *

Skating Club Tries Hockey At Smith, Kline & French

A successful semi-organized hockey night was repeated again this year by the Skating Club at Smith, Kline & French Laboratories, Philadelphia, Pa.

Employees who are former amateur and college hockey players meet Saturday evenings from 6 to 7:30 p.m. at the rented Wissachickon Skating Club.

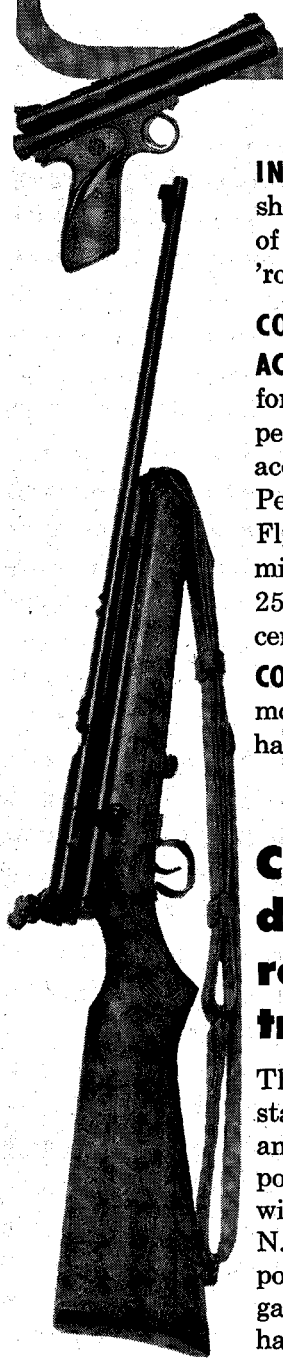
* * *

Gold Watches Presented For Forty Years Service

More than 1,000 years of service by 25 veteran employees of the Diamond Alkali Co., Painesville, Ohio, were recognized by the company in a special Christmas eve presentation of gold watches inscribed with the "chemical diamond."

M. O. Kirp, works manager, made the presentation to representatives from five divisions and eleven departments who had 40 years or more service with the company.

NEW Crosman PELLGUN SHOOTING PROGRAM FOR RECREATIONAL ACTIVITIES



INDOOR . . . OUTDOOR rifle and pistol shooting is now available at a minimum of cost and range set-up time for year 'round industrial recreational programs.

COMPETITIVE, ECONOMICAL SPORT ACTIVITY . . . Crosman Pellguns are ideal for gun training, marksmanship or competitive group shooting, because of their accuracy and economy. All Crosman Pellguns have the new, exclusive Tru-Flyte precision rifled barrel which permits shots to be grouped ½" or closer at 25'. Cost per shot averages less than one cent.

COMPLETE RANGE can be set up or removed in a few minutes. Not necessary to have elaborate or expensive backstops, because Crosman Remote Control Targlites do the job. Only 25 feet required from firing point to target. May be used in confined areas such as cafeterias or in recreation areas . . . no special range facilities required. This modern type shooting . . . power without powder . . . is rapidly becoming one of the most popular recreational activities in industry.

THE NATIONAL RIFLE ASSOCIATION marksmanship qualifications and state conservation hunter-training courses use Crosman gas-operated Pellguns. Complete training and recreational instructions are available at no charge to directors of industrial recreation departments. Send for your copy today!

Crosman Pellguns designed for recreation and training

The Crosman 160SP target rifle, standard throughout in weight, size and operating procedure, shoots powderless .22 caliber Super Pells with extreme precision on official N.R.A. 25-foot range. Noiseless power is provided by odorless, CO_2 gas Powerlets. No recoil. Pellguns have double-safety feature.

Here's Your FREE COMPLETE PROGRAM 9 ONE-HOUR COURSES
prepared by expert shooting instructors



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Shooting is 3 Times MORE FUN with Crosman Power Without Powder® PELLGUNS®

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World's largest producer of PELLGUN rifles and pistols



Four employees of Republic Aviation Corp., Farmingdale, N. Y., hit the fairways for their first Spring round.

When Spring Comes . . . Can Golfers Be Far Behind?

By BEN CHLEVIN

It's that time of year, when the turf is showing signs of turning green and you can spot the golfers in office and plant coming out of hibernation with spasmodic twitchings of their swinging muscles.

Industrial golf has reached epidemic proportions. This year industrial golfers will outnumber country club players with more than 15,000 company golf leagues going into action on the country's fairways within the next few weeks. There will be a greater number of women's golf leagues than ever before and mixed leagues will no longer be an innovation.

All this adds up to a lot of fun for the divot-diggers in the months ahead, but—before that first golfer tees off for the new season—a certain amount of groundwork must be laid. New leagues, going into action for the first time this year, must be organized, officers elected, by-laws and regulations set up, handicapping systems decided upon and arrangements made for golf courses on which to play league matches. Secretaries of established leagues also have their work cut out for them: handicap records must be reviewed and brought up to date, team schedules must be set up and golf course arrangements confirmed for the coming season.

INTER-PLANT TOURNEYS

Here are some suggestions and ideas that may help make your company golf program more interesting and exciting . . .

Inter-plant competitions are growing in popularity. Usually they consist of season-end tournaments in which championship teams representing the different plant leagues meet for a playoff to determine the plant champions.

The Color Print & Processing Division of Eastman Kodak Company went this arrangement one better in 1956 when the 'National C.P. & P. Open Tournament' was staged for the first time. Each of the 12 sections of C.P. & P. Division were invited to participate, including those in Dallas, Washington, Chicago, Palo Alto (Calif.), Flushing, Chamblee (Ga.), and Rochester (N. Y.)

The tournament is open to men and women employees and golfers are given a choice of using their current handicaps or the Callaway System of One-Round Handicapping to arrive at their net scores on tournament day. Each section turns in its six low scores to determine the national champion. The winning section wins one 'leg' on the handsome 'traveling' C. R. Nelson Trophy

nd possession of the trophy for ne year. Three 'legs' will give he winner permanent possession. ccording to Joe Rooney, of the ochester Golf Committee, the ournament has been an unquali- ed success, with over 200 par- icipants last year.

MIXED LEAGUES

And why not 'Mixed Leagues'? he distaff side is developing ome serious golfers and they're iving the boys a real run for heir money.

Therese Kearney, Secretary-reasurer of the Johns Hopkins niversity Applied Physics Labo- atory in Silver Spring, Mary- and, reports that the APL Mixed olf League completed another uccessful season in 1957 and is ooking forward to 1958. League s composed of 2 or 3-member eams, grouped into flights (or lasses) according to handicaps. oth men and women golfers are epresented in the roster of eague officers and committees.

The Cargill Men's League, Car- gill Incorporated, Minneapolis 15, Minnesota, has added spice to its weekly golf league schedule. In addition to regular league matches a special 'Prize Event' is featured for which golfers compete on an individual basis. The Cargill League had the usual difficulty with unplayed matches until the teams were expanded from four to six men. In very few cases are more than two team members unable to play for personal reasons—and when they can all play they're encouraged to do so to compete for the 'prize event'. This insures a large turnout every week and simplifies the handicapping procedure.

Outstanding feature of the Cargill League operation is the weekly bulletin issued to post players on league match and special events results, and the prize awards. Individual and team standings are kept up-to-date and are posted without delay to keep the between-matches chatter going.

If your company golf league has any questions or problems, check with the National Golf Foundation. As the national clearing house for golf information the Foundation tries to keep abreast of all new developments and will pass this data on to anyone that needs it.

Callaway System of One-Round Handicapping

Under this method, a player's handicap is determined, after each round, by his gross score for the 18 holes and by the worst, or highest, individual hole scores he has made. For instance, if his gross score was 107, he turns to the accompanying table and opposite that score finds that he may deduct the total of his four worst, or highest, individual hole scores. Thus, if he had scored one 9, two 7s, and several 6s, he could deduct 29 strokes, giving him a net score of 78. The Callaway System Automatic Handicap deductions follow:

CLASS A

Score	Deduct
Par or less	Scratch
One over par to 75	½ worst hole
76 to 80	Worst hole
81 to 85	Worst hole plus ½ next
86 to 90	Two worst holes
91 to 95	Two worst holes plus ½ next
96 to 100	Three worst holes

CLASS B

101 to 105	Three worst holes plus ½ next
106 to 110	Four worst holes
111 to 115	Four worst holes plus ½ next
116 to 120	Five worst holes
121 to 125	Five worst holes plus ½ next

CLASS C

126 to 130	Six worst holes
131 to 135	Six worst holes plus ½ next
136 to 140	Seven worst holes
141 to 145	Seven worst holes plus ½ next
146 to 150	Eight worst holes

Note: Worst hole equals highest hole score.

Golf Aids Available

Your company can have a streamlined golf program this year by taking advantage of the numerous golf aids made available by the National Golf Foundation, a non-profit organization. Whether your program consists of a 'one-shot' golf day, a season long league—or a combination of these, Foundation aids will help you make your program more efficient, more colorful and more attractive to a greater number of employees:

GOLF FOR INDUSTRY. A 56 page, 8½" by 11" illustrated handbook, is a practical check-list for the planning, organization and operation of any type of company golf program. The book includes a section on Planning Industrial Golf Facilities, including practice putting greens, miniature golf putting courses, golf driving ranges, par-3 golf courses and regulation golf courses. $1.50 per copy, postpaid.

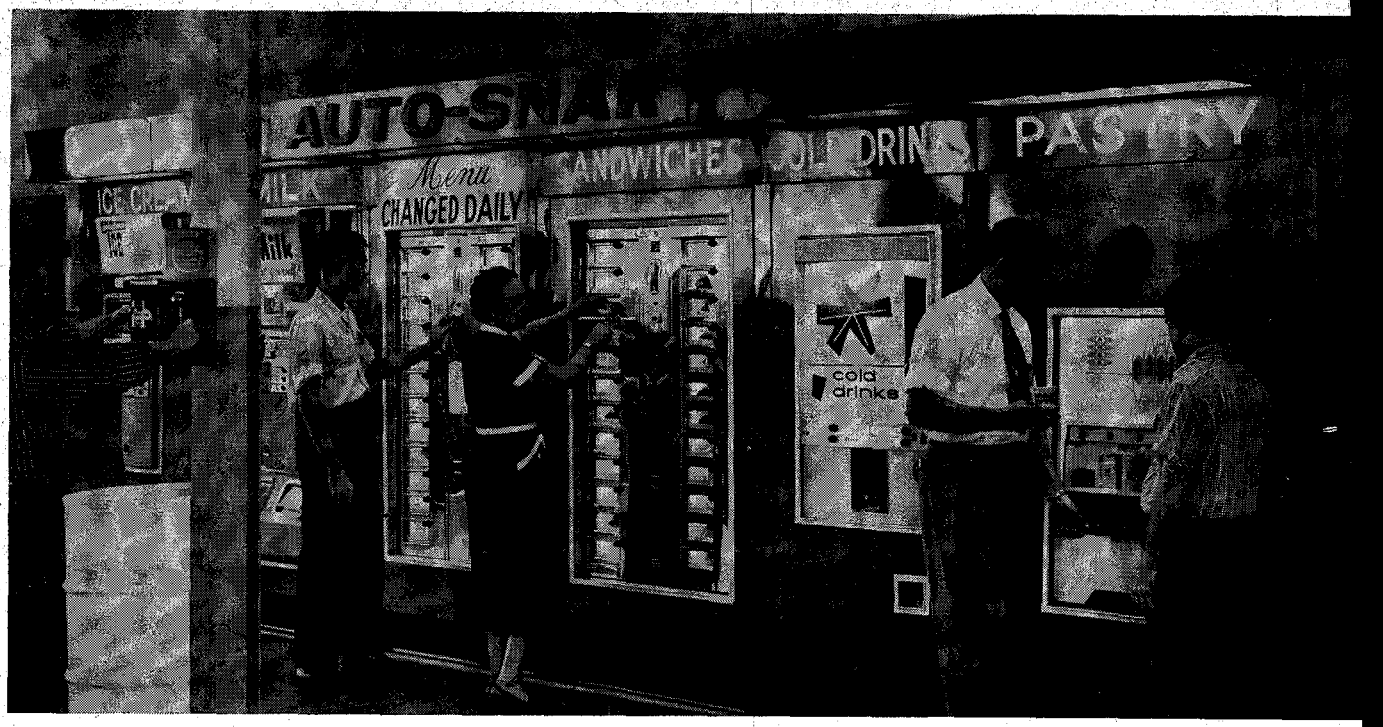
THE EASY WAY TO LEARN GOLF RULES. An 80 page, 3 x 4 inch, simplified version of the Rules of Golf, text approved by the United States Golf Association and illustrated by 60 humorous cartoons and diagrams. Widely used in industrial golf programs to acquaint players with basic rules of golf. 10¢ per single copy; 100 copies or more, 7¢ each.

GOLF LESSONS. 32 pages of golf fundamentals as taught by America's foremost professional instructors. Illustrates and describes design, purpose and range of various golf clubs, the correct grip, elements of the swing, essentials of good putting, common errors in gripping and swinging, a glossary of golf terms, golf etiquette and the Rules of Golf.

GOLF RULES WALL CHART. An attractive, 23" by 35" wall chart printed in two colors on heavy, durable paper, ideal for bulletin board display. Chart contains text and illustrations from "Easy Way To Learn Golf Rules" booklet. Charts are 50¢ each, mailed postpaid in tubes.

GOLF EVENTS. A 43 page, 4 by 9 inch checklist of 101 tournament and novelty events to make any golf program varied and exciting. 50¢ a copy.

You can order any of these aids from the National Golf Foundation, 407 South Dearborn Street, Chicago 5, Illinois—or send for the Foundation's free illustrated 'Golf Aids' catalog.



Profits from automatic vending machines finance nearly 50% of industry's recreation activities.

Vending Profits Pay for Better Programs

Vending machines, designed to sell everything from soup to nuts at the drop of a dime or quarter, are making a major contribution toward the improvement of industrial recreation programs and facilities.

In thousands of plants throughout the United States and Canada, vending commissions are used almost exclusively to finance recreation programs and employee activities.

A survey completed by the National Industrial Recreation Association in 1957 showed that, out of a total of 240 companies, 107 companies used vending profits to defray recreation costs. Among companies with over 5,000 employees, 100% of the firms financed recreation activities from vending commissions. Over 75% of the firms with 1,000 to 5,000 workers use vending funds for recreation, while only 20% of the under-1,000 employee firms use vending profits for this purpose.

Typical of the vending-financed programs is Sun Oil Company's recreation program at Marcus Hook, Pa. Sun Oil uses vending commissions to operate its extensive bowling, golf, and softball leagues as well as to defray the expenses of operating its recreation facilities.

In its Marcus Hook plant, Sun Oil feeds 5,500 employees with vending devices. The system includes 5 completely-equipped canteen units and approximately 80 vending machines of various types conveniently located throughout the area.

Grumman Aircraft Engineering Corporation at Bethpage, Long Island, is another firm that utilizes the latest automatic feeding devices in its plants—and uses the profits for recreation activities. Grumman recently installed an ultra-modern Auto-Snak bar at its Bethpage plant which serves soup, pastry, sandwiches, hot dishes, ice cream, and coffee.

Hundreds of other U. S. firms have used vending profits to build recreation centers, swimming pools, golf courses, and bowling alleys as well as to defray program expenses. North American Aviation, Inc., has paid for three extensive recreation facilities at its plants solely from vending profits.

Employees Benefit

The greater utilization of vending devices by industry during the next decade will insure the rapid expansion of employee recreation facilities and activities.

When vending profits are used for recreation purposes and other employee services, company employees feel that they are getting more than food—they're actually sharing in the sponsorship of essential services. As vending profits increase, so do employee services.

Automatic vending, with an estimated 1957 volume of over two billion dollars, has become an all-important part of in-plant feeding and employee servicing. Based on estimates of the Automatic Merchandising Association, in 1957 approximately 16% of all cigarettes, 21% of all candy, and 30% of all soft drinks sold in the country were machine dispensed.

Vending machines, already an important distribution method for dozen products, are on the verge of a new burst of expansion. The ending industry figures that by 960, coin-operated machines will e disgorging everything from oup to full-course meals in indus-rial plants.

There are a wide variety of ma-hines already on the market. mong these are hot food venders erving a choice of three dishes, eef stew, baked beans, etc.; a achine which serves a choice of hree salads; and devices which ough out chewing gum, popsicles, efrigerated sandwiches, candy, rackers, cigars, cigarettes, hot hocolate and coffee, soup, milk in n assortment of containers, and ruit juices.

A survey made by the Paper Cup and Container Institute last year showed that in 580 U. S. plants the following items were being served by vending devices:

Item	*Plants Serving*
Candy, nuts, and gum	462
Coffee	268
Soft drinks in cups	244
Milk	219
Ice cream sticks	138
Hot chocolate	76
Pastries and baked goods	75
Fruit juices	57
Sandwiches	27
Ice cream cups	26
Soups	20

Since the close of World War II, when plants offered on the average of only 1.1 items through machines, there has been a decided growth in the variety of foods offered to workers so that plants now average nearly four items per plant.

Over 20 vending machine manufacturers are hard at work developing new products that will provide greater service to industry and overcome some of the basic problems in serving hot meals. In the past three years, Automatic Canteen Co. of America, Rowe Manufacturing Company, Continental Industries, Vendo, Inc., Qwik-Kafe and other manufacturers have been working on new full-course meal equipment they hope, in time, will make the company cafeteria obsolete.

Significant Trends

One of the most significant trends in vending is that smaller companies, due to the high cost of operating their low-volume cafeterias, are turning to machines for food serving. This will definitely have a positive effect upon the growth of recreation programs among the smaller concerns in future years as more vending profits are channeled to recreation.

Vending operators, too, are helping the recreation cause by encouraging companies to operate the machines for this purpose. And they have some excellent case histories to prove their point. Every year, more and more recreation facilities are being built exclusively from vending profits.

Generally speaking, commission arrangements on vending devices vary from company to company. Most companies negotiate contracts with vending operators and work out commission arrangements based upon service and volume. Some firms own their own machines, but usually they are contracted for through a financially-responsible vending company. Service is usually the first consideration in choosing a operator, with commissions next in importance.

It is rather difficult to estimate the contribution that vending has made to industrial recreation during the past ten years. But, it is safe to say, that vending profits have resulted in a tremendous expansion of recreation services during this period, an expansion that undoubtedly could not have been accomplished otherwise.

Today, U. S. industry is the principal market for vending equipment. And industrial recreation is the principal benefactor. As new machines and services are developed by the vending industry, more and more profits will be forthcoming for the improvement and betterment of recreation facilities and services.



TWENTY-ONE per cent of all candy, 16% of all cigarettes, and 30% of all soft drinks sold in the United States are machine dispensed. Profits pay for all types of employee activities and help finance new golf courses, swimming pools, and bowling alleys.



THIS NEW recreation center, which services North American's Los Angeles Division plant, was paid for by commissions from vending.

Eighteen Years of Vending at North American Aviation

Ever since the employee recreation program was inaugurated at North American Aviation, Inc. in 1940, vending profits have been used to finance recreation services. Here is what has been accomplished.

Vending has played a major role in financing North American Aviation's recreation program ever since it was established in 1940.

Immediately after the recreation program was founded, North American formed a corporation to collect commissions from vending items such as soft drinks, cigarettes, candy, and gum. All vending funds have been used solely since that time, to finance "recreation and welfare" services.

Since 1940, North American's employee recreation program has shown a steady expansion. Here are some of the things that have been accomplished:

1. Commissions from vending finance nearly 70 different leisure-time group activities.

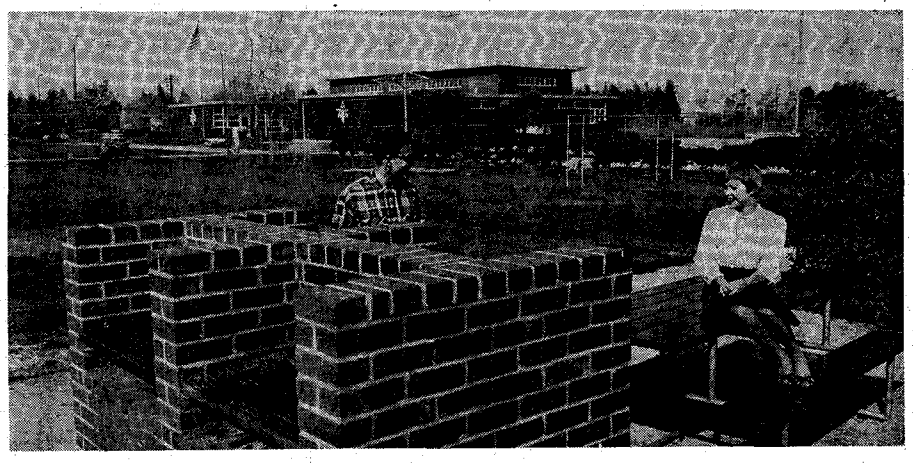
2. Employee recreation and welfare programs financed by vending commissions are now in operation in all of the divisions of North American Aviation, Inc. These include Atomics International, Canoga Park, Cal.; Rocketdyne Division, Canoga Park, Cal. and Nesho, Mo.; Missile Development and Autonetics Divisions, Downey, Cal.; Los Angeles Division, Los Angeles, Cal.; and the Columbus Division, Columbus, Ohio.

3. Vending commissions have paid for three new recreation facilities at North American plants since 1947. The cost of land, improvements, and maintenance of each of these facilities is being defrayed from vending profits.
its.

In 1947, the Los Angeles Division used its vending fund to acquire fourteen acres of land adjacent to the Los Angeles International airport. This facility now includes a modern recreation center with auditorium, club rooms, locker rooms, and showers; one baseball diamond, three softball diamonds (two lighted); picnic areas, children's playground, and canteen area; badminton, tetherball, basketball, horseshoe, volleyball, and shuffleboard facilities.

In 1951, the Columbus Division used vending receipts to purchase a sixty-seven acre wooded area, near the Columbus airport, which has been developed into a modern recreation plant. This unit includes picnic areas, two well-equipped playgrounds, twelve horseshoe courts, four softball diamonds (three of which are lighted), a Little League baseball field, model airplane field, and a large outdoor pavilion. A clubhouse on the grounds provides facilities for thirty North American activities clubs. A ten-acre plot north of the park is the home of North American's Rifle Club, Pistol Club, Trap Club, Muzzle Loaders, and the Ace Archery Club.

In 1956, vending commissions paid for the acquisition and development of a five acre plot for recreational purposes in Downey, California. This facility, with clubhouse, picnic area, playground, barbecues, and softball diamonds, is serving the employees of the Autonetics and Missile Development Divisions.



VENDING COMMISSIONS finance all recreation activities at the Los Angeles Division facility. The park includes a children's playground, picnic area, club house, and lighted sports areas.

Older Employees CAN Enjoy Sports, Too!

Being over-40 doesn't mean the end of active sports participation. Most older employees can engage in sports activities and they are generally better off for doing so.

"I'm too old" is probably the most-repeated, most untrue excuse given for non-participation in active sports by U. S. industry's 30 million over-40 employees.

There is no age barrier for sports participation. A person's ability to participate in individual or competitive sports depends chiefly on his physical condition and his ability to use a little common sense in playing in moderation.

In recent years, much of the talk about heart disease has caused older employees to shy away from sports participation because they wrongly think that it is harmful to the heart. Nothing could be farther from the truth.

Strengthens Heart

Dr. T. R. Van Dellen, one of the nation's leading medical journalists and practitioners, insists that exercise is beneficial at all ages and sports are an excellent means of exercising regularly. Moderate exercise, be it in playing golf, tennis, bowling, or swimming, can strengthen the heart rather than weaken it and, as a result, actually reduce blood pressure.

A special symposium of the American Heart Association held in Cincinnati last year made these findings: (1) Underexertion may be more of a hazard for heart patients than overexertion, (2) physicians should not be afraid to counsel their heart patients to exercise and go to work, and (3) exercise and recreation ease psychological tension which often follows a heart ailment.

It's important that the older person has a complete physical examination prior to engaging in sports to make sure he is in good physical condition. His doctor will tell him whether he can or cannot participate, and to what degree.

Dr. Elmer D. Mitchell, a member of the University of Michigan's Institute for Human Adjustment, adds another precaution: "Speed events have absolutely no place in the program for older people in sports. Shy away from the sudden explosive efforts of all-out speed, quick stopping, and over-exertion."

This advice all adds up to the fact that older employees should choose sports activities that fit their physical capacities. Pick sports that are less strenuous. Bowling and golf are excellent sports for any employee in good health with a yen to participate competitively. Team sports such as tennis, volleyball and softball can be as much fun at fifty as they are at twenty, providing the older player doesn't play until he can't stand up.

Here are a few tips to help older people gauge their sports capacities and add to their enjoyment:

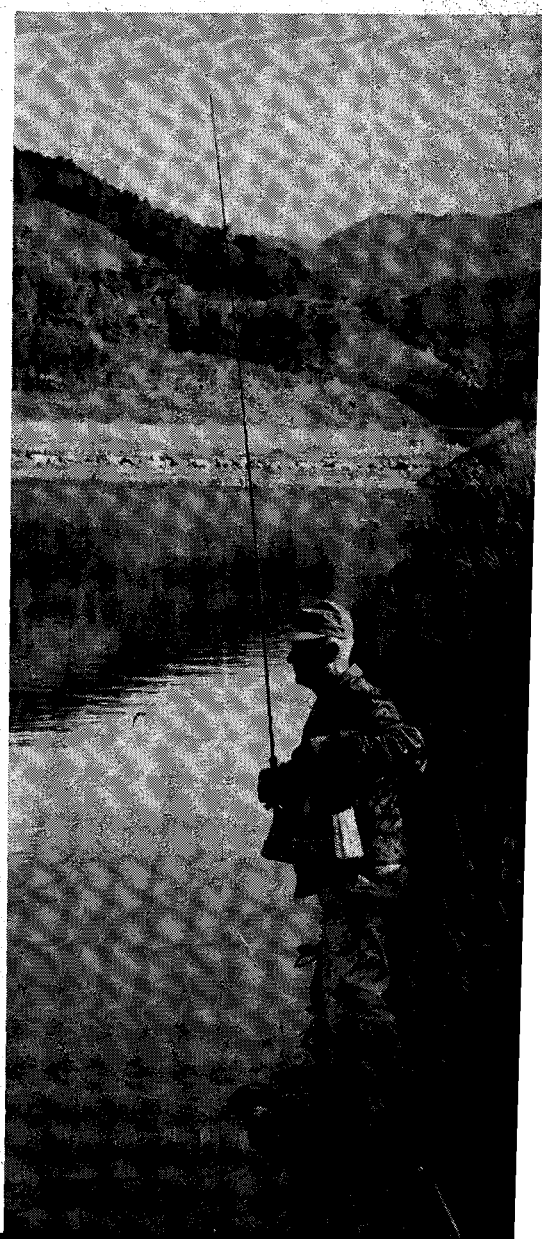
1. **Pick opponents of equal skill.** If you're forty, don't try to whip a youngster of eighteen at tennis. Find someone of equal skill who plays at your pace.

2. **Quit when you're tired.** Give in a little on that competitive spirit. When you're tired, and getting fatigued, call it a day.

3. **Participate regularly.** Because you can't play as long as you could at twenty, increase the regularity of your sports participation and you'll find your interest and enjoyment will increase. Try playing golf twice a week instead of once; nine holes instead of eighteen.

4. **Shorten your period of participation.** Moderation is your best rule of thumb in determining your capacity to participate. Keep your sports participation within your range of endurance. Bowl one less game, take a shorter walk or swim, or hunt for two hours instead of six.

The recreation director who realizes the capacities of older people in sports participation will



RECOMMENDED SPORTS FOR OLDER EMPLOYEES

Here is a list of recommended sports for the "older" age groups. Use this as a guide in selecting your own activities or in programming activities for your company:

Forty to Fifty Years of Age	Archery, badminton (doubles only), bowling, boating, curling, fishing, golf, handball (doubles only), riding, shooting, shuffleboard, skating, horseshoes, skiing, square dancing, swimming, table tennis, tennis, volleyball, hiking.
Fifty to Sixty Years of Age	Archery, bowling, calisthenics, croquet, curling, deck tennis, card playing, fishing, golf, horseshoes, hunting, riding, shuffleboard, skating (moderate only), square dancing (but take it easy), swimming, tennis (moderate), table tennis, volleyball, hiking.
Over Sixty Years of Age	Archery, bowling, calisthenics, canoeing, croquet, curling, deck tennis, fishing, golf, horseshoes, riding, slow rowing, sailing, shooting, shuffleboard, mild skating, square dancing, swimming, table tennis, tennis (very mild), volleyball, hiking, and card playing.

plan his program around their specific needs. Sports participation should be encouraged among older employees.

Benefits Are Great

Today, with our modern industrial system creating new goods and devices which make our lives more sedentary, the values of sports participation as a means toward physical fitness were never more important. Older employees as well as younger workers must exercise to keep fit. Sports provide a means to this end. They provide a good release valve for worries, tend to keep a person's weight down, and help stimulate interest and sociability in the individual.

Just remember that there's no truth to the old tale that "exercise shortens life." The only thing that really shortens life is time. So add a little sports participation to your daily life now. You are the only person who *thinks* you're too old!



"He comes home in a better mood since he started playing in something he calls a mixed foursome."

RM THINGS TO WRITE FOR

How to Organize a Choral Group

The employee choral group can make an important and valuable contribution to your company. A handy 12-page booklet, "How To Organize An Employee Choral Group For Your Company," is now available free from the E. R. Moore Company, 932 Dakin Street, Chicago 13, Ill. The booklet tells how to recruit choral members, basic needs, how much to pay a director and accompanist, rehearsal room, and who pays the costs.

Preview of Leisure Years

A new 36-page booklet, designed for distribution by management to men and women at age 60 or older, is now available from Retirement Education, Inc., Caxton Bldg., Cleveland 15, Ohio. The booklet has been especially written to help condition employees prior to retirement.

Free-Film Catalog

Modern Talking Picture Service, 3 East 54th Street, New York 22, N. Y. is now distributing its new 16mm film catalog, "1959 Pocket Guide to Free Films." The booklet lists hundreds of free films on sports, travel, and educational subjects.

Tour Europe on $2 Per Day

A new booklet, "Your Key To Adventure," tells how you can tour Europe by bicycle for as little as $2 per day. It's now available free from American Youth Hostels, Inc., 14 West 8th Street, New York, N. Y.

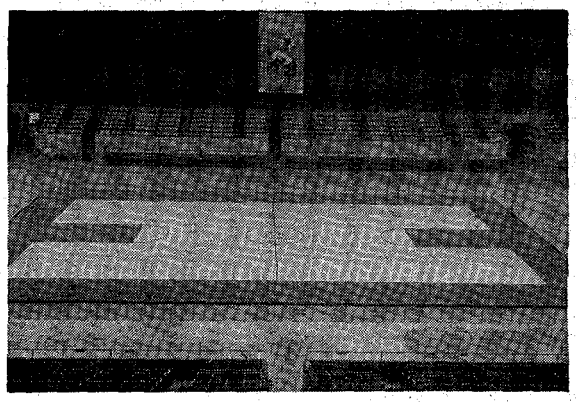
Leisure Time

You'll definitely want to get a copy of "Leisure Time," an interesting little booklet now being distributed by Equitable Life Assurance Society of America, 393 Seventh Ave., New York 1, N. Y. Contains some excellent philosophy and ideas on what leisure time is all about—and how you can make better use of it.

where champions are chosen... it's *Hillyard* every time!

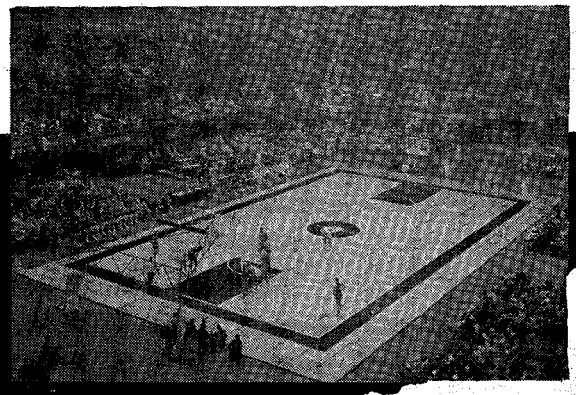
in 1957-1958, every major basketball tournament is being played on a HILLYARD TROPHY Finished FLOOR!

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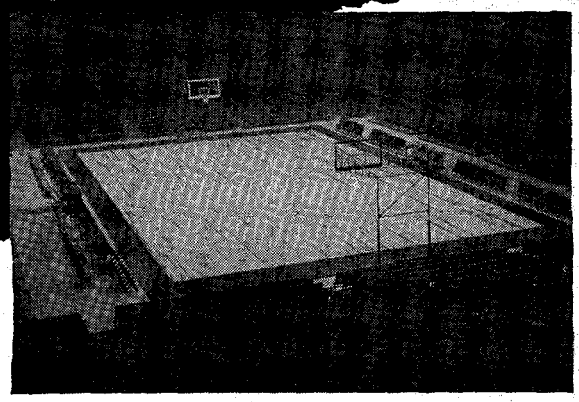
NCAA Regionals

NCAA FINALS
Kentucky Fair and Exposition Center, Louisville



NAIA Regionals

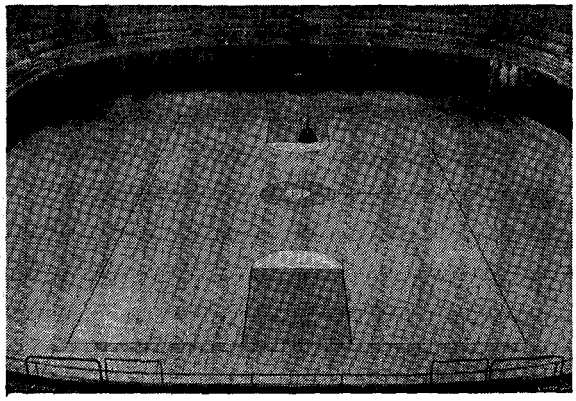
NAIA FINALS
Kansas City Municipal Auditorium



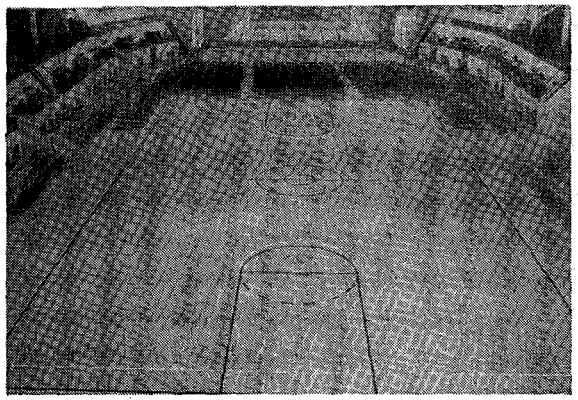
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Madison Square Garden



NATIONAL AAU
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AAU

WOMEN'S AAU
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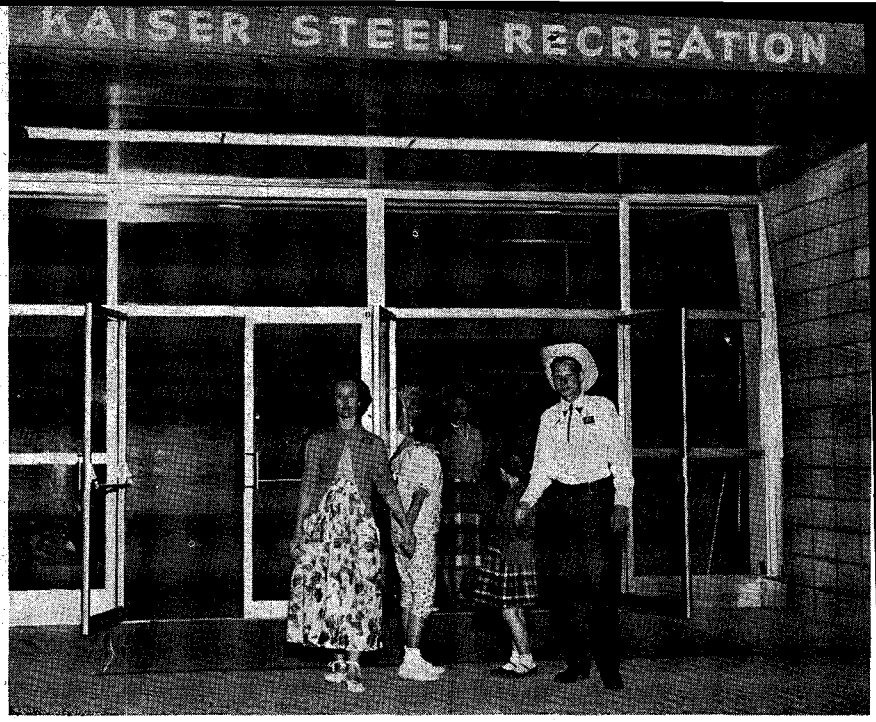
Name.....

Institution.....

Address.....

City.....State.....

Over 800 kids have benefited from Kaiser Steel's unique children's program.



At Kaiser Steel . . .

MOM & DAD BRING THE KIDS

——*And the Whole Family Gets a Night Out!*

The baby-sitting bite in Fontana, California is as tough as it is in Upper Darby, Pa. There just aren't enough capable people available to sit in regularly and content themselves with the task of keeping Junior's hands out of TV tubes or away from the cookie jar.

Those few that are so classified are held highly in the community esteem; their services are well-scheduled and fairly costly if engaged more than an occasional Saturday.

Fontana is the home of Kaiser Steel, a company long recognized as a leader in developing programs of employee recreation. When participation slumped at various meetings and group vignettes, a remedy was drawn up by Employee Activities, a part of Kaiser Personnel Services.

Nearly Four Hours of Fun

This plan keeps kids busy from about 7 p.m. until the adult activity ends, or no later than 10:45. The only serious limitation is that the program doesn't include children under 5 years old. Kids younger than this require nursery care and Kaiser isn't presently equipped to supply it.

Outside of this drawback, the plan is a honey. The parents deposit the children at the Employee Activity Office any shindig evening. Registration is completed for the kids and parents alike; the youngsters go to their particular building and the parents to theirs depending upon the activity. The youngsters are placed under the supervision of a volunteer counselor; one of which has been supplied by each club and activity.

The counselors have been trained for this purpose in special classes and many of them have gained leadership experience in the Summer Day Camps held throughout the summer.

Programs at Two Locations

The special program devised is dependent upon location. The Club House is a new structure containing 4 meeting rooms, photography dark room, ham radio station, lobby and kitchen. Its activities run as follows:

7:00-7:05—Registration

7:05-8:00—Quiet Games—Monopoly, Scrabble; Card games; Building blocks, etc.

8:00-9:00—Age graded crafts—leather tooling; model building, photography, etc.

9:00-9:15—Cleanup and Rest Period

9:15-9:45—Movies***

The Recreation Hall is the other meeting spot; its new facilities are able to take on just about any

By BILL SHERMAN

ype of active sport describable. A nite over here uns this way:

7:05-9:00—Active Games—Volleyball; Ping Pong; Shuffleboard; Badminton; Basketball.
Quiet Games.
Special Feature in Music Room

9:00-9:15—Cleanup and Rest Period

9:15-9:45—Movies***

****Most adult activities are completed by 9:45 but for those that run later the children are kept busy with some form of quiet recreation until called for. All children must be picked up by 10:45 p.m.*

The counselors are advised to use their own initiative and special skills in programming. Some of them use portable TV sets, for example, when a subject like Disneyland or "Maverick" is showing.

Stress Good Behavior

The theme stressed by the counselors is good manners, sharing with others, respect for another child's possessions, good sportsmanship, and proper care and use of equipment. The format presents as much possible variety within the framework of sound recreation and good citizenship.

Operating expenses for the program are drawn from the Kaiser Recreation Club, a composite of all employee activities and clubs. The Club supplies the money from its many canteen services; profits from these defray this expense and many other programs. Capital expenditures for new facilities and equipment, however, come from the coffers of Employment Activities, the company branch.

Program Administration

These two offices exemplify the good working relationship that can exist between the company and its personnel. The actual administration of new policy and fund allocation stem from the operation of the Advisory Council whose members come from both organizations.

The results have been pleasant. Over 800 kids have benefited from the program and adult participation has not only checked its slide, but increased 10%.

Success has been traceable to the fine physical facilities, excellent character of its leadership, and high quality of craft materials, movies, sports and other activities.

Kaiser has shown to recreation leaders that a good way to bring up the kids is to bring 'em along.



PARENTS leave their children at the registration desk where a volunteer leader takes over. The program is open to any child 5 years or older. Registration starts at 7 o'clock sharp.



GAMES AND CRAFTS are the most popular activities in the program. Sports instruction, as illustrated in the photo below, is provided by adult counselors. Counselors keep the program varied, give each child a chance to participate.



How To Measure Program Participation

Annual reports on recreation programs normally include a tabulation of the number of participants in each activity on the program calendar—200 bowlers, 60 golfers, 32 tennis players, 17 in the camera club, 32 women who learned to make lamp shades, etc., etc., etc.

Recognizing that there is a duplication of interests—some of the bowlers being also active in more than one event—the total figures for a year are usually impressive.

But they do not tell the whole story. We know how *many* employees took part in a program, but not *how much* they participated. "How much" is important in measuring program effectiveness.

How To Measure

Arriving at "how much" is not difficult. For each program activity, multiply the number of participants (actual count or estimates) by the average number of hours of participation for the season. For example, the 60 golfers mentioned above held eight matches during the summer, each match lasting about three hours. Eight matches multiplied by three hours equals 24 hours of competition, and this multiplied by 60 golfers give 1,440 total recreation hours of golf.

Meanwhile, the 32 women who learned to make lamp shades met six times for this purpose for an average of two hours per session. Six times 2 equals 12, times 32 participants results in a total of 384 hours for lamp shade lessons. Perhaps during the entire course, the women took their shades home with them and worked there for an additional four hours. Four multiplied by 32 equals 128 additional hours, which added to 384 course hours gives a grand total for lamp shade making of 512 hours.

Take a one-time event as a third example. Let's figure the participation at the annual Christmas party. If 1,000 youngsters attend for 2½ hours, the total is 2,500 recreation hours. But that is not all; 600 parents escorted the kids and the party was recreation for them, too. So, 1,500 hours should be added to cover their attendance. Then add in the 50 employees who volunteered to work to put the party over. There was an average of four hours each for these people, a total of 200 hours. Adding all these totals together, we get a grand total of 4,200 recreation hours for the Christmas party.

Fun for All, But . . .

Lynn Hurley's column, "Family Living," in the *Chicago Tribune,* recently carried a letter from one of her troubled readers which sums up one of the major pitfalls of many recreation directors. Here is the letter and Miss Hurley's comments:

Dear Miss Hurley:

My husband is a recreation director and is so busy working to provide leisure time activities for other people, he doesn't spend any time with his own family. What can I do to help him see that he needs recreation with us?

WILLA

Miss Hurley's Answer: "Take a page out of his own book. Schedule some family activities, and mark his calendar with time, place, and event."

Figures Impressive

By proceeding in this way for each activity on the year's recreation calendar, using actual figures where available and making fair estimates if figures are lacking, a much better picture of program effectiveness results. For most programs, the total recreation hours for the year will be astronomical—and impressive.

A further step is possible. By dividing the total recreation hours for each activity by the total cost of that activity, an idea of relative costs emerges. Everyone knows that golf costs more than horseshoes, but how much more per participant or per hour of play? When budget time comes around, such data could be very handy in arriving at equitable division of funds, or in deciding if an activity is too expensive for the program on the basis of participation.



MEASURING PROGRAM participation, by the simple method outlined in this article, can help you determine if the cost per hour of play is too expensive for your program. Participation is measured by multiplying the number of times the activity is performed by the hours played by each participant.

RM INDUSTRY ITEMS

WORKING WIVES INCREASE

According to a recently released Government survey, working wives have increased at the rate of one million a year for the past five years. The total has jumped from 7.5 million in 1952 to over 13 million in 1957. In 1940, there were only 5 million wives employed.

* * *

RECREATION ON A BUS

Look for a rear recreation area in the new Greyhound buses. Greyhound, Inc. has just purchased new equipment for its cross-country routes which include revolving seats and card tables. Game equipment will be stocked for the enjoyment of passengers.

* * *

JACKPOT CUSTOMERS

Amusement park operators in industrial centers classify industry as their best customers. One operator says he does more business in the seven days a year when his park is leased by industrial employee clubs than he does in the remaining four months.

RECESSION! SO WHAT?

There's been a lot of talk lately about recessions and depressions. Neither makes much difference to industrial recreation. Actually, industrial recreation had its basic inception during the prewar depression. The interest of management in employee recreation activities appears to intensify in some sort of inverse ratio to a decline in working schedules.

* * *

RANDOM NOTES . . .

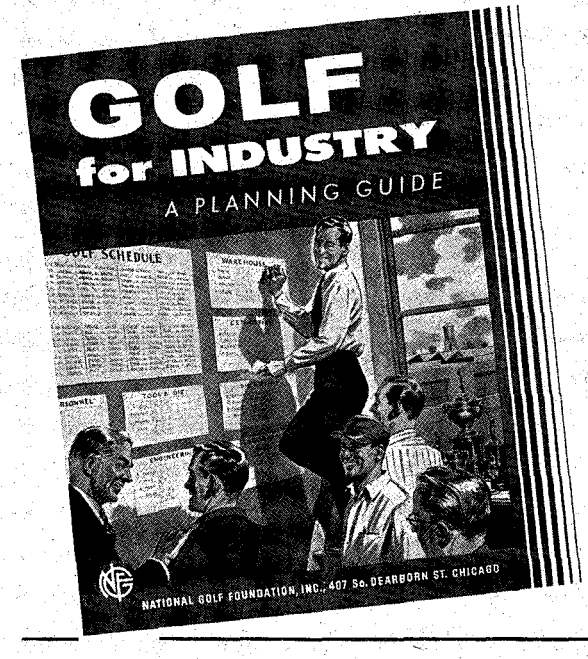
U. S. industry is fast-becoming the world's biggest customer for trophies, gift watches, medals, buttons, etc. Nobody knows the exact tonnage, but one trophy firm sells over half-a-million dollars worth of service buttons to industrial organizations every year.

A $7,500,000 sports arena with theater equipment and basketball seating for 18,000 will be started at the University of Illinois this fall. A $20 per semester increase in student fees will finance the project which will be completed in two years.

Goodyear Tire and Rubber Company's entry in this year's six-team National Industrial Basketball League will travel 7,300 miles in filling its 17 road games on a 35-game schedule.



This Book Tells You How To -



Plan, Promote, Organize INDUSTRIAL GOLF

programs • activities • facilities

A 56 page, fully illustrated golf handbook designed to aid the industrial personnel director, recreation supervisor, tournament chairman, golf day committee and golf league officer with new ideas and techniques to make company golf events more attractive and more effective.

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THE RECREATIONAL NEEDS

By MARTHA L. DANIELL

Activities Director
Nationwide Insurance Activities Association

For some unknown reason, women employees are being left out of industrial recreation programming. Industrial recreation expenditures have doubled in the past ten years, facilities have tripled, activity programs have broadened a hundredfold. Yet, recreation opportunities for women have marked time.

There are 50 per cent more women employed in U. S. industry today than there were fifteen years ago. But industrial recreation directors only pay lip-service to the women in industry today, providing them with the barest minimum in activities.

Actually, women employees need the benefits of recreation more than men. Here are some of the reasons:

1. *Recreation can offer much-needed leadership opportunities.* The rewards of business and industry—position, authority, high salaries—are pretty much reserved for men. Yet many women need the opportunities to express and satisfy their leadership desires. An office girl who files all day has little opportunity to prove her leadership ability. Recreation activities can offer numerous opportunities for the woman employee to demonstrate her leadership abilities. Such abilities, once expressed, often result in increasing her value to the company and provide her with the self-confidence to accept greater responsibilities.

2. *Recreation develops sociability and, as a result, increases company loyalty.* In industry, more than any place else, there is a definite tendency for women to stay aloof from other members of the organization. This, of course, is due primarily to the fact that the woman's duties are more specific than men, more departmentalized, more limited. There are fewer opportunities for in-plant communication and sociability. Recreation opportunities guard against this aloofness. Women who participate in plays, choral groups, or sports learn to know and appreciate other members of the organization. This develops company loyalty, increases mutual appreciation, and betters employee understanding.

3. *Greater participation in recreation activities brings the family closer to the employee circle.* As more women participate in employee activities, the entire family will be brought closer to the firm's operations. Wives of male employees find activities for the family more desirable and more enjoyable if the firm's women workers are fully associated with the activities. Family activities provide a high level of loyalty and interest to the company.

Activities for Women

Sports are usually the first activities in most company programs. However, not all sports are attractive to women. In fact, many companies have stopped trying to have "girl's sports"



PAINTING and other cultural activities are especially popular among women of all ages. Such activities as this outdoor painting class help stimulate the creative instincts in the individual.

simply because the girls don't stay with them.

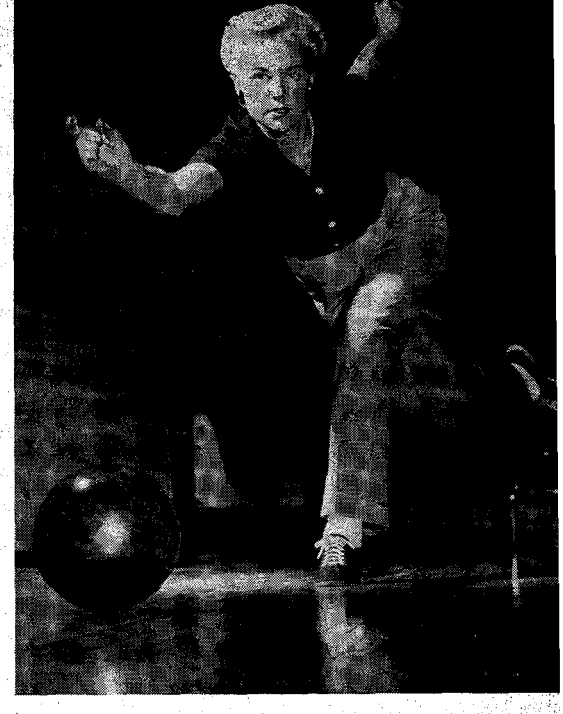
Co-recreational sports are most popular with women. Sports which appeal to strictly feminine desires are best. Swimming is universally popular because it helps with figure problems. Golf offers excellent social relation-



WOMEN prefer activities that bring the whole family together. This family outing, at American Potash & Chemical Corporation's Valley Wells, California recreation area, provides wholesome fun for the entire family.

OMEN IN INDUSTRY

Vomen employees need recreation activities even more han men. Here are some reasons why the recreation executive should give full consideration to the needs of every voman employee.



ONLY A FEW sports meet the recreational needs of women. Bowling is one of them. It rates high in sociability and offers opportunities for mixed participation.

INTEREST SURVEY

The recreational interests of women employees will vary from company to company. It's a good idea to start your women's program planning with an interest survey. Find out what your feminine employees want to do. To give you an idea of what the ladies like, here are the results of a recent activities survey conducted by Martha Woodberry at the Convair plant in San Diego, California:

In order of preference:

1. Interior decorating
2. Make-up & hair styling
3. Figure control
4. Wardrobe planning
5. Flower arrangements
6. Homemaking hints
7. Cooking school
8. Etiquette
9. Lectures — humorous and informative
10. Talent show
11. Book reviews
12. Card parties

ships. Bowling, too, offers a high degree of sociability mixed with the lure of the annual banquet and some degree of social prestige.

Cultural activities are by far the most popular and most beneficial in the women's program. The offering should be varied, interesting, and tuned to the special interests of any firm's women workers.

Choral groups are excellent for providing an outlet for individual talent, plus supplying entertainment for others. Discussion groups offer women a chance to express themselves, building self-confidence and giving them a chance to take criticism—something that's difficult for most women. Practical classes in homemaking, child care, tailoring, upholstering and the like are easily arranged, inexpensive, and meet everyday needs.

Charm school is always a good activity, providing a professional instructor is available for at least ten lessons. Emphasis on posture, diet, walking, personal grooming, facial coloring, care of clothes, choosing clothes that fit properly, and hair styling make this activity one that is both useful and interesting.

Charm classes often have far-reaching results. Many times poise and good grooming are the first recommendations for promotions. Better-looking, better-dressed women employees will help boost company morale generally.

The Women's Club

The Women's Club, if properly programmed, can be a popular activity. To make it a lasting one, there should be a very carefully planned constitution with all phases of the club spelled out—number of officers, duties, how much money can be collected and how it can be used. Precautions must be taken to prevent cliques gaining sudden control by quick amendments to the constitution. Activities can include cooking sessions, card parties, dinners, Christmas programs, etc.

Generally speaking, women like to serve. Remember this in programming. Hostessing at veterans hospitals, children's hospitals, state institutions, and service clubs offer excellent opportunities for women to meet this desire to serve others. For the older unmarried employee or widow this type of activity may be a lifesaver. For the younger girls, it occasionally offers them a very satisfying evening's activity and they recognize a degree of personal satisfaction for having done it.

There are many other activities which women enjoy doing together. But, in most of these, it's better not to keep the women isolated. The addition of husbands, boy friends, and friends make these recreation activities far more delightful to the participant. Film clubs, for example, are fine for mixed groups and have strong appeal to the kids. Dramatic groups—the chance to stage one or two plays a year—bring both male and female employees together in a very satisfying activity. And there are dozens more — piano lessons, bridge, square dancing, picnics, etc.

A successful industrial recreation program is one which meets the recreational needs of *all* employees—women as well as men. In the past, women have been left out of the recreation picture because most of the industrial programs were tuned to men. Let's raise our planning sights just one octave higher—and include the women!

Industrial Recreation Organization and Financing

In January 1957, The National Industrial Recreation Association made a random sample of its members regarding their annual recreation budgets, date of program origin, employee associations, program financing, etc. Returns were received from 240 companies located in the United States and Canada. The January issue of RECREATION MANAGEMENT carried the results of the survey on (1) "Title of the Program Administrator" and (2) "Annual Budget." Here are three more summaries from the survey:

Year Company Started Its Recreation Program

The survey showed a varied pattern of recreation program origin. It is significant, however, that the major growth in industrial recreation has occurred in the last six years, as 69 companies out of 240 initiated their programs in that period. Over 56% of the reporting companies started their programs since 1940. Only seven were underway between 1900 and 1920.

Number of Company Employees:	Under 1,000	1,001-5,000	5,001-10,000	Over 10,000
Number of Companies Reporting:	87	92	33	28
Program Started 1900 to 1920	1	2	1	3
" " 1920 to 1930	2	4	7	1
" " 1930 to 1940	5	15	6	4
" " 1940 to 1945	10	15	4	3
" " 1945 to 1950	16	8	3	6
" " 1950 to 1956	34	28	4	3

Company Employee Associations

Out of 240 companies, 146 report they have some type of employee recreation association. And, yearly dues range from an average $2.48 per employee (all 146 companies) to an average $3.3[illegible] per employee in the 1,001 to 5,000 classification. The lowest dues structure is in the under 1,00[illegible] category where dues average $1.62 per employee.

Number of Company Employees:	Under 1,000	1,001-5,000	5,001-10,000	Over 10,000
Number of Companies Reporting:	87	92	33	28
Companies Reporting Employee Associations	62	49	19	16
Average Yearly Dues Per Employee	$1.62	$3.39	$2.57	$2.30
No Annual Dues (companies reporting)	23	20	7	6
Management Represented on Board	26	28	8	11
Management Represented Financially	46	36	13	8

How Recreation Programs Are Financed

In 42% of the companies reporting (100 out of 240), management matches the employees' contributions. Profits from vending machines are used by 107 companies to defray recreation program costs. And 25 sponsor money-raising projects, while 7 receive income from fees and commissions. It should be noted, however, that most company recreation programs are financed by more than one means; the principal combinations are company contributions on a 50-50 basis to employee dues plus vending machine profits.

Number of Company Employees:	Under 1,000	1,001-5,000	5,001-10,000	Over 10,000
Number of Companies Reporting:	87	92	15	15
Financed by Employees and/or Company	16	64	15	15
Profits from Vending Machines	49	36	12	10
Concessions	2	—	—	—
Property Income	—	1	—	—
Fees, Commissions	—	4	2	1
Money-raising Projects	7	4	3	11



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TRAVEL COUNCIL FORMED

Associate and affiliate members of N.I.R.A. in the travel business met with the N.I.R.A. Travel Committee January 9 at the Edgewater Beach Hotel in Chicago, Illinois.

Culmination of the day's discussions on how N.I.R.A. could better serve its members in the area of travel resulted in the organization of an N.I.R.A. Travel Council.



LEFT TO RIGHT: K. H. Becker, K.L.M. Royal Dutch Airlines; James R. Cason, Jr., The Flying Tiger Line Inc.; James L. Harte, Washington Convention & Visitors Bureau; Elizabeth I. Rees, Northwest Airlines; and Charles Henneman, Trans World Airlines.



LEFT TO RIGHT: James J. Lynch, World Educational Travel; Robert J. Newell, Trans World Airlines; Jorgen Kolle, Lanseair Travel Service, Inc.; S. T. Allen, Allied Travel, Inc.; Charles Gillett, New York Convention and Visitors Bureau; and Walter Dowswell, Motorola, Inc., seated.

Represented on the initial Council are Trans World Airlines, The Flying Tiger Line Inc., K.L.M. Royal Dutch Airlines, Overseas National Airways, Lanseair Travel Service, Inc., Specialized Tours, Inc., Glass Dome Tours, Inc., Allied Travel, Inc., World Educational Travel, Allen Travel Service, Inc., New York Convention and Visitors Bureau, Inc., and the Washington Convention and Visitors Bureau.

Some of the immediate projects facing the Council are:

1. The preparation of an industrial travel club and tour guide book.
2. Development of a library on travel literature and films.
3. Interpretation of CAB rulings relative to charter flights by industrial travel clubs.



LEFT TO RIGHT: Abe Stein, Glass Dome Tours; Don Neer, N.I.R.A.; Verne Vaught, Continental Steel Corp.; and Ken Klingler, Consolidated Electrodynamics Corp.



LEFT TO RIGHT: Herb Ferguson, The Falk Corp.; Fred Spuhler, Trans World Airlines; Dick Lydon, Allen Travel Service, Inc.; and Ben Kozman, Thompson Products, Inc.

RM N.I.R.A. NEWS

Aviation Leader Will Address NIRA Conference

August C. Esenwein, vice president of the Convair Division of General Dynamics Corporation and manager of Convair's Fort Worth, Texas plant, will be one of the principal speakers at the 17th national conference and exhibit of the NIRA to be held at Ft. Worth, Texas, May 18th to 21st.

Esenwein is a prominent leader in the aviation industry and a champion of industrial recreation as a strong tool in improving employee relations. His address to the NIRA conference delegates will be keyed to the relationship of recreation and management.

Esenwein, who in June 1953 was appointed vice president of Convair, has been manager of Convair-Fort Worth since 1950. He came to Fort Worth in September 1950 as assistant division manager, after having joined Convair shortly before on special assignment to the assistant division manager of Convair's San Diego, California plant.

Convair is one of the foremost U. S. industrial organizations in recreation programming. It's many plants have modern facilities for all types of activities and are operated by one of the nation's finest IR staffs.



CONVAIR'S August C. Esenwein will be one of the principal speakers at NIRA's 17th conference in Fort Worth, May 18 to 21.

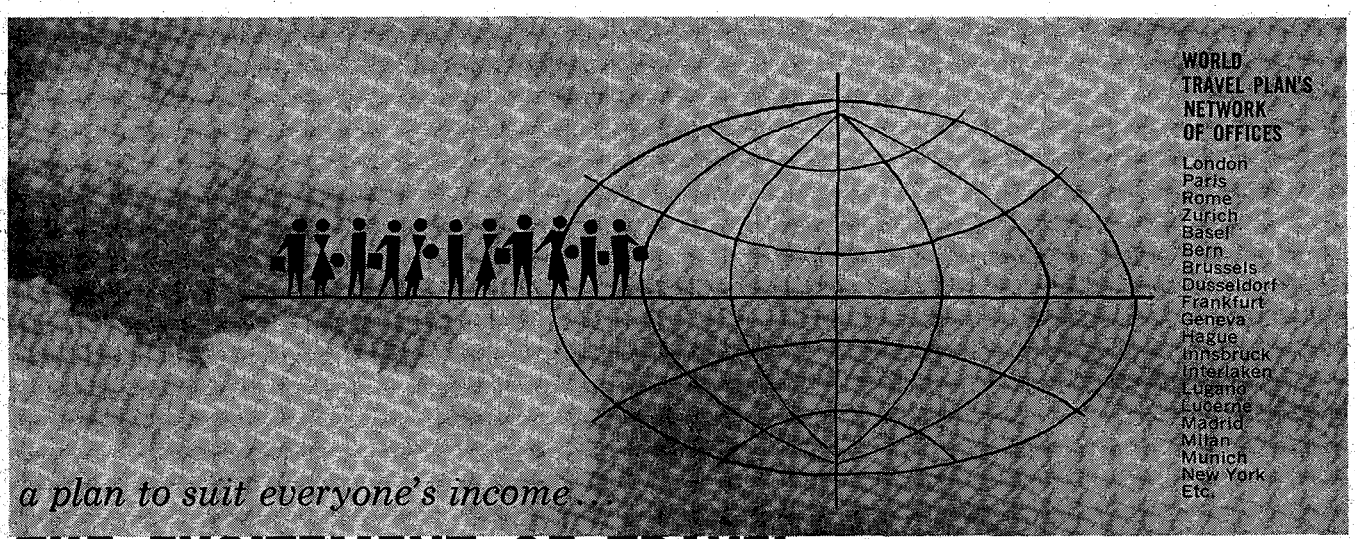
People who wonder where the younger generation is headed would do well to consider where it came from.

PURELY PERSONAL . . .

Robert Lane, regional group manager of Nationwide Insurance Companies, Columbus, Ohio, really cashed in on his prize-winning trip to Bermuda. He switched it to read "Pasadena, California" when the Ohio State Buckeyes went to the Rose Bowl. . . . **Bill Prichard,** veteran General Motors industrial recreation leader, will address the Detroit Industrial Management Club on May 16th.

Thomas J. Pesce, supervisor of passenger transportation at Olin Mathieson Chemical Corporation, estimates that he handles over 10,000 travel requests a year.

R. A. Turner, coordinator of recreation at West Point Manufacturing Company, West Point, Ga., served as moderator for the panel, "Action Employee Recreation," at the Southern District AAHPER meeting in Louisville, Ky., on February 27th. Other panelists—all from Louisville—included **C. C. Cornet,** personnel manager, Reynolds Metals Company; **R. A. Lentz,** recreation coordinator, Ford Motor Company; and **J. M. Stoner,** administrator of personnel services, General Electric Company.



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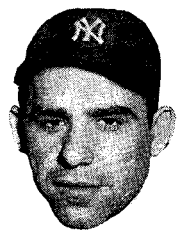
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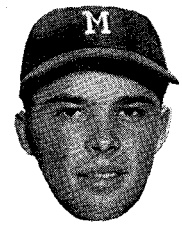
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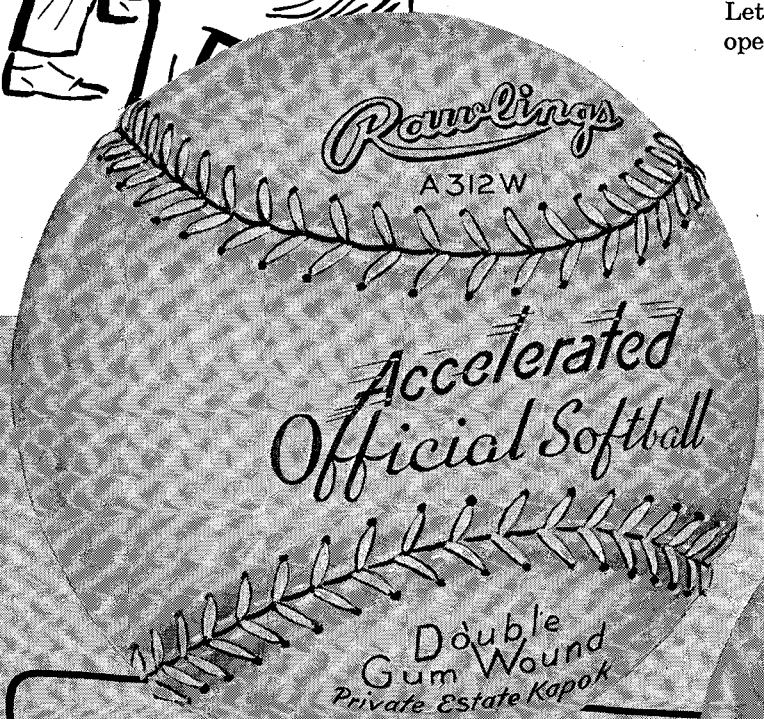
DOUBLE GUM-WINDING with latex-treated yarn makes it livelier, faster, more durable. Steam-molding the center of "Private Estate" kapok—the world's best—gives it more uniform bounce, makes it more resilient. Bonding the core, the winding and horsehide cover into a single solid unit makes it a longer-lasting ball—a ball with a perfect, just-right feel for better pitching control—a smoother ball without humps, bumps or soft spots—a ball that out-classes them all in performance.

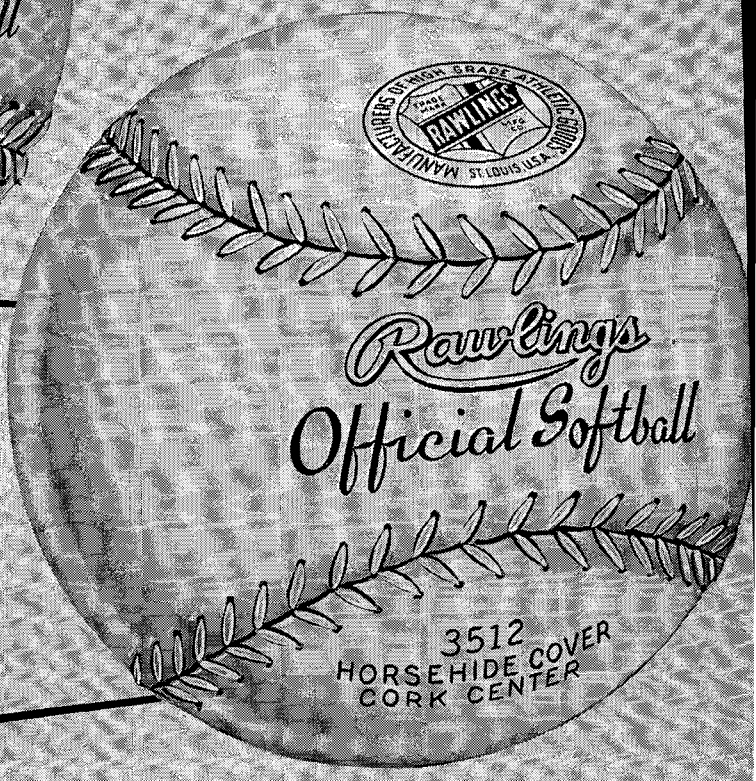
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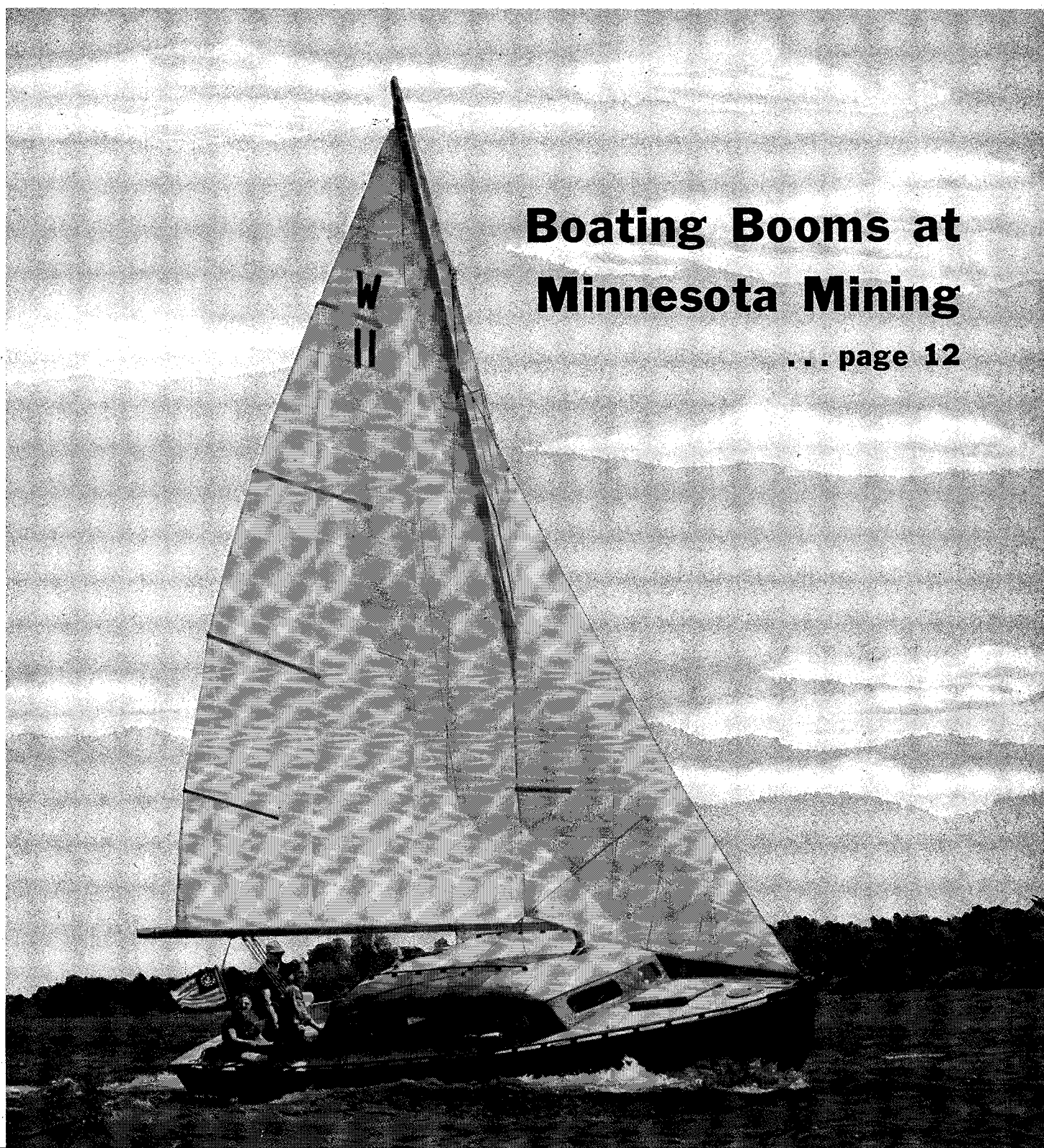
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APRIL, 1958

RECREATION MANAGEMENT

THE NATIONAL MAGAZINE OF RECREATION IN INDUSTRY



Boating Booms at Minnesota Mining

. . . page 12

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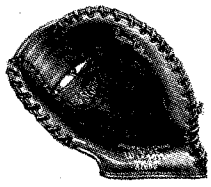
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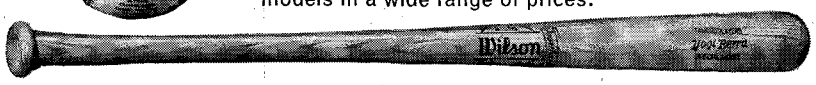
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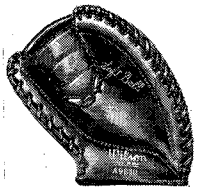
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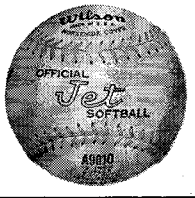


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hree Companies Announce mployee Tours to Europe

General Electric Co., Schenectady, . Y. has chartered two planes to leave om Albany, N. Y. on July 5 for a wo-week tour of Europe. Flight One o London and Paris will cost $279, nd Flight Two to Rome and Brussels, 312. Arrangements are being handled y Transport and Travel Contractors . . the elective additional packaged our cost for both flights is $269.

The Radio Corporation of America, Camden, N. J. two-week trip to Lonon, Paris and Rome is set for Octoer 4-18. The all-inclusive cost will be 680 for first class accommodations.

Employees of Grumman Aircraft Engineering Corp., Bethpage, N. Y. depart June 19 and will return July 6 after stops at Rome, Austria, Switzerland and France. Travel will be via DC-6, Overseas National Airways, for a total of $554.

Meatless Hot Dog Offered on Friday Menu

Cafeteria Coordinator Walt Capp, of the recreation and welfare department of North American Aviation, Los Angeles, Calif. has a new item on his Friday menu. It's "Tunies," a tunafish hot dog developed by a San Diego firm. They are the same shape as hot dogs and can be served and eaten the same way—mustard, relish, or with baked beans and sauerkraut.

Jet Age Calls for More Physical Fitness

With the start of regular scheduled jet airliner flights only a year away, companies are stepping up thorough physical examinations for their executives with special concentration on heart and nervous system tests. Flying at supersonic speeds calls for top physical condition. Jet pilots have complete physical check-ups every six months and have rigid weight control and diet programs to follow.

Dr. Toby Freedman, flight surgeon at North American Aviation, Inc., Los Angeles, Calif., states that "Jet pilots must lead good, clean, wholesome lives —more so than the average. They have to eat properly, sleep properly, and otherwise keep themselves fit. If they don't, they don't work; it's that simple."

Big problem for the traveling businessman will be obesity. The fat man at supersonic speeds is more susceptible to bends, G-forces and altitude.



LOS ANGELES DODGER MANAGER Walter Alston (far right) takes time out from his 1958 baseball chores to enjoy some trapshooting at Winchester-Western's trap field. Shown with Alston are, left to right; S. R. Irish, East Alton ammunition plant manager; Cliff Doughman, manager of trap and skeet promotion for Winchester-Western; Carl Erskine, star Dodger pitcher; Billy Herman, longtime Chicago Cub and Pittsburgh Pirate manager; and Alston. Alston was Winchester-Western's Outdoorsman of the Year in 1955 and is very proud of his shooting ability. At this outing, he hit 19 straight, then 25 straight, and then 23.

New Convair Barbecue Pit Broils 600 Steaks at Once

A new barbecue pit, built by volunteers at the Convair recreation area in Fort Worth, Texas, handles 600 steaks at one time.

The new "Texas Style" outdoor broiler is probably the largest of its kind in the U. S. Nine truck loads of rocks and 1,292 man-hours of labor went into the construction of the 300-foot square concrete base.

Each of the two cooking areas of the new pit contains 5-square feet of grill space. Each of the two lids weighs 175 pounds and is counter balanced.

Industrial recreation leaders from throughout North America attending the 17th annual NIRA conference and exhibit in Fort Worth, May 18 to 21, will have a chance to see the giant grill on a tour of the Convair recreation center.

6,529 Entries in Firestone Slogan Contest

Official safety slogan for 1958 at Firestone Tire & Rubber Co. in Akron, Ohio will be "Accidents Never Lurk Where Safety's at Work." The slogan, submitted by Alex Balas, won out over 6,529 entries and won him a $125 award.

Plan $34 Million Sports And Commercial Center In Fort Worth-Dallas Area

The nation's largest planned industrial development, 293 acres in the center of the Dallas-Fort Worth area, will include a $34 million dollar sports and family recreation center to be known as Great Southwestland.

The center will feature a Disneyland-like Western village and facilities for demonstrating and testing sports equipment, including a casting pond, shotgun patterning range, boat lake, skin-diving pool, rifle, skeet and pistol range, quail run, moving-deer target range, archery and golf driving range, and camping equipment area.

Twelve Long Weekends Set For Longren Employees

The year's work schedule at Longren Aircraft Co., Inc., Torrance, Calif. will have eight three-day weekends and four four-day weekends in 1958. Longren's 498 employees will have the first Monday of every month off but will work the following Saturday. Four weekends will be extended to four days by being combined with legal holidays.

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RECREATION MANAGEMENT

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APRIL COVER. The "Escapade" is a 30 foot motor-sailor owned by Larry Le Vassuer and family of Minnesota Mining and Manufacturing Company, St. Paul, Minnesota. The boat has 365 sq. ft. of nylon sail and is powered by a 25 h.p. Universal engine. For a picture-story of what the Scotch-tapers are doing in boating, see page 12.

IN MAY "RM"

Conference Preview—A full-scale report of what will take place at the National Industrial Recreation Association's 17th annual conference and exhibit, this year at Fort Worth, Texas, from May 18 thru 21.

You won't want to miss this issue. It will contain a complete summary of the conference program, some tips on what you ought not to miss, and a complete listing of exhibits.

Sun Oil's Day Camp—Sun Oil Company operates a very unusual Day Camp for employees' children every summer instead of an annual Company picnic. It's an excellent program that you might want to copy for your own company.

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Industrial Recreation - What It Is - and What It Can Do

Robert B. Coons, Vice President of American Potash & Chemical Corporation, tells what recreation means to him and his company's employees working in California's Mojave Desert.

by Robert B. Coons

A few years ago, I found myself engaged in a game of horseshoes with a man I had previously only known across the bargaining table. Shortly afterwards, I heard him say: "Coons is not such a stinker as I thought he was."

And that fellow who played horseshoes with me wasn't as much of a stinker as I had thought him to be before that game. He had been generally considered as an anti-Company man and a trouble-maker.

Some months after that horseshoe game, reports came to me that his work had improved, and that subsequently he became a supervisor. I am not saying that I had anything personally to do with his changed attitude, but I do believe that the incident I recite had more to do with our considering each other "human" than all the high-sounding policy statements I, or the rest of the so-called brass, might make.

You should think of the word "human" in human relations as underscored, italicized, and emblazoned in bold type—because the essence of employee relations is just plain simple human relations. Anything we can do to humanize the company and its management has more significance than all the techniques of industrial relations, recreation, or personnel we can use—and this takes nothing whatsoever away from techniques because they are the tools for achieving this goal of good human relations.

My Case for Recreation

Dignity can be attained and friendly respect achieved, I am sure, through games, clubs and parties participated in by all levels of the company payroll. Therefore, my case for organized recreation is that it is one of the important ways to attain warmth and esprit de corps within an industrial organization.

Secondly, recreation develops people—morally, mentally, and physically. I don't think the definition of the word "recreation" is big enough. The dictionary says it means "refreshment, or re-animation after toil." This sounds like everybody who works gets stale or inanimate. It is too negative and presumes that there is no recreation or joy in working!

Just for the purpose of my point, why not drop the prefix "re" and think of our subject as "creation." One of the definitions of "creation" is "constituting or investing with a new character." Certainly the association of people in wholesome activities increases character and can, in fact, develop new and strong character where little previously existed.

In the horseshoe game I mentioned earlier, what did we find out about each other? Or what did the game itself bring out in us that led each to conclude the other wasn't a stinker? As I recall it, there were opportunities for each of us to exhibit courtesy, generosity, regularness, modesty and good sportsmanship. These are all things that organized activities can and should develop.

Recreation Develops the Individual

Someone has well said that the measure of the success of an executive is his ability to develop the people below him. This development has two phases: (1) The development of the individual, and (2) the development of the group in any activity into a team. Teamwork, in turn, develops those who carry their share of the load and develops leaders. It doesn't take long in a game to find out about the guy who pulls in the wrong direction —and one will get you ten that he will be the same fellow who pulls in the wrong direction in the plant.

I am a real proponent of organized recreation. Although it is by no means the only facet of employee relations and should not be overemphasized, I believe no company will be as efficient without a well developed recreation program as with one.

More than that, I believe that management is shirking its responsibilities to develop people when

t neglects this important function. And this harge is poignantly significant today when politi- al, economic and ideological confusion is rampant.

Our Plant in the Desert

American Potash & Chemical Corporation is not big company so far as the number of people on ur payroll is concerned. We now employ about ,200 at locations extending from Los Angeles to West Hanover, Mass. Of this number, about 1,150 are employed at our Trona plant.

At Trona, we have a unique situation in that this plant is located far out on the Mojave Desert, 130 miles from the nearest community of substantial size. Because of the location of this plant, we have had to give more attention to recreation than most companies of our size. If we provide the opportunities for games, clubs, parties, etc., our people will be less likely to drive over to the next town to have their diversions. In fact, for many, the latter is impossible.

At our metropolitan locations, our recreation spending is pretty much in line with area practice but at Trona we spend more than do the companies in the Southern California area generally. I believe that at Trona, it amounts to approximately three cents per hour per employee. These costs are principally used for providing building or space for employee or community organizations, maintenance of these facilities and furnishing equipment.

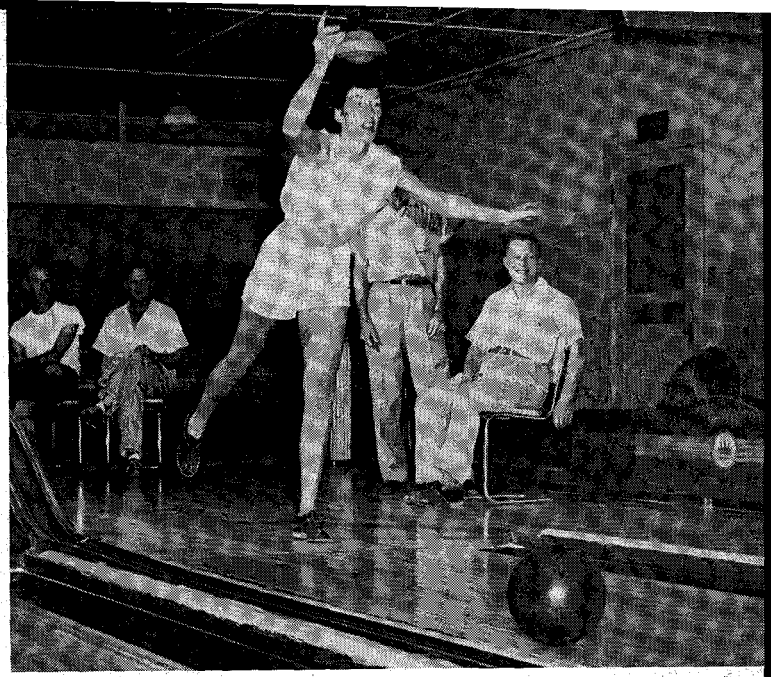
We provide buildings or space in buildings for 32 active clubs. In companies located in the nearby cities, many of these would be provided by the communities themselves. Our facilities include a golf course and clubhouse; a recreation building—including 4 bowling alleys, club rooms and dance hall—a recreation park and playground around a large swimming pool several miles out of Trona.

From Golf to Elbow-Bending

There are 16 men's bowling teams at Trona, 8 women's bowling teams, a variety of youngsters' teams, and a 200-member Golf Club. Frequently, on a Saturday or Sunday the entire membership can be counted on the course. The fairways, incidentally, are loaded with sand dunes and the greens are made of oil and sand. Also at Trona, we have square dance clubs, weightlifters, and everything from church socials to elbow-bending sessions. The latter activity we feel needs no encouragement from the Company.

As is true of most companies, our program is to do all that is necessary to encourage and financially support the activities without overdoing it to the extent of paternalism. We find that if you give people the place to do things, they would much rather run the activity themselves and contribute to its cost. This, I am sure, is the most healthy situation.

To end my case for emphasis on recreation, I would like to repeat that the two greatest values of well-operated programs are human relations and the development of people. A management that does these two things will be making a major contribution to our country's welfare in these troublous times.



AMERICAN POTASH & Chemical Corporation bowling enthusiasts watch Doris Nelson demonstrate form which won her high singles crown in 1957 Trona league tournament. AP&CC operates recreation center alleys for its employees.



MOJAVE DESERT sand diamonds get heavy play during Trona's heavy Little League competition.

GROUP OF AP&CC employees hole out on the company's 18-hole golf course at Trona, California. Over 200 employees use the course which is sand with oil greens.



R|M IDEA CLINIC

Here are a few tips to help you plan one of the most popular activities for children.

Conducting an Easter Egg Hunt



THE PROUD and the envious! Well, who wouldn't be? This young chap has just won a real, live bunny in Ethyl Corporation's annual Easter Egg Hunt at Houston, Texas.

One of the oldest and most-popular Easter-time activities is the "egg hunt." Thousands of plants throughout the United States conduct Easter egg hunts for the children of their employees annually. Every year, it seems, interest increases and so do the number of kids who participate.

Here are a few tips on planning the Easter Egg Hunt that are sure to make the event a thorough success, not only for the kids but the parents as well:

1. Hide the eggs, candy and peanuts the morning of the hunt, not the night before. If you are going to award prizes, try coloring the eggs different colors and award a varied number of points for each color.

2. Have a set starting area for the hunt, with plenty of help on hand to keep things moving.

3. Divide the hunt area for different age groups. The maximum age limit should be 10 years of age.



REGISTER every child before the event starts. To add a bit of color have the helpers costumed as bunnies.

4. Have a mike on hand to make announcements during and before the hunt, as well as for awarding prizes after it's over.

5. See that everyone gets a prize (candy, color book, etc.) when they register for the hunt.

6. Have a costumed Easter Bunny on hand to award the prizes for (a) Most eggs, (b) Best basket decoration, and (c) Specially marked eggs.

7. Show a movie before the hunt, if you have time. Most popular time to hold a hunt is around 11 a.m., but this is optional.

8. Have ice cream afterwards.

9. Set up a first aid station just in case there's an injury or two.

10. Be prepared for rain, snow, or cold. If the weather is too bad, make sure you can have an indoor program.

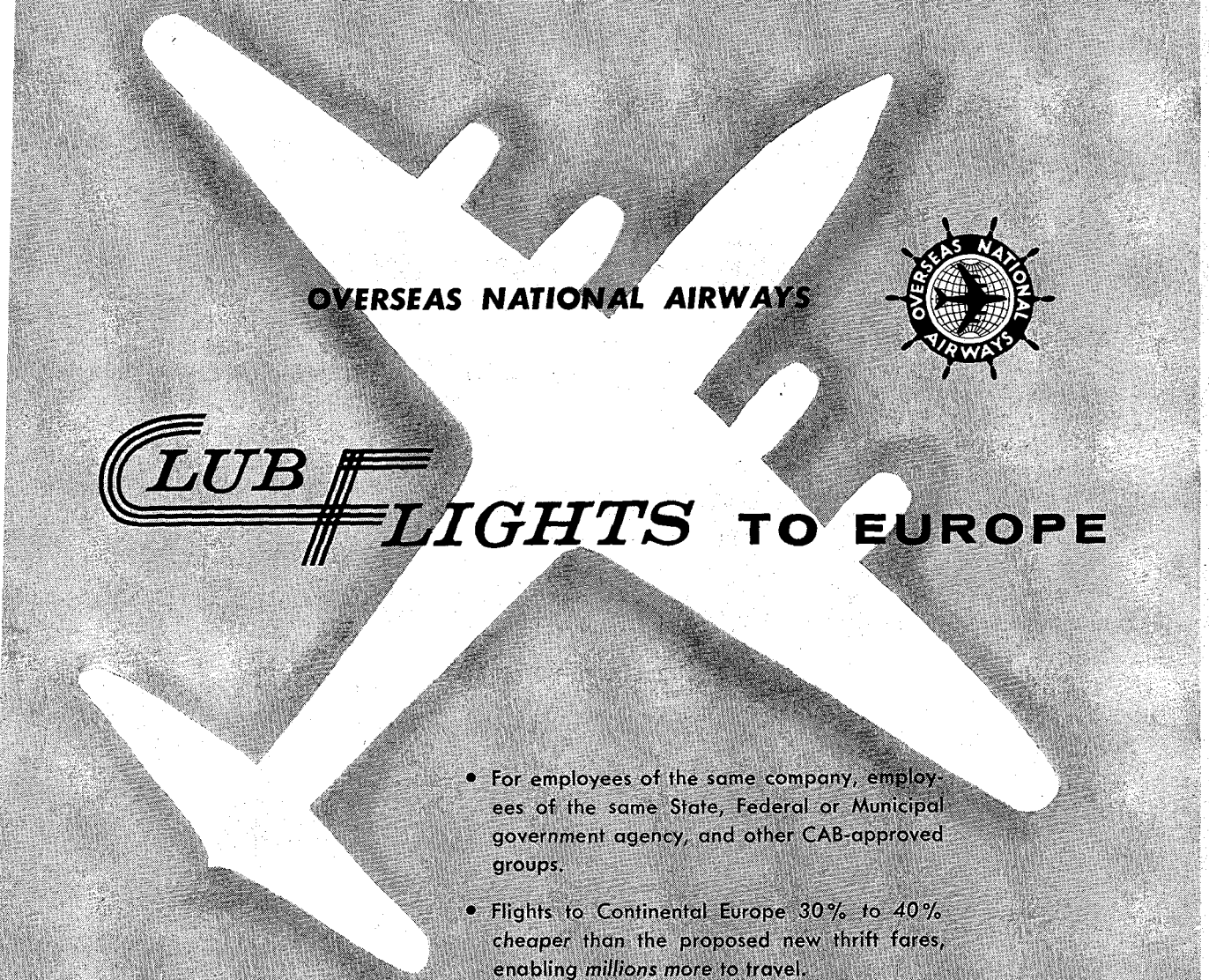
Many companies hold their egg hunts on the Saturday preceding Easter. The Ethyl Corporation of Houston, Texas, holds an annual affair and finds that the most popular prizes are live chicks and rabbits, plus a good supply of Easter baskets. Chocolate rabbits are distributed to every child that registers.

Actually, if you have a lot of kids, the egg hunt won't last very long so make plans for additional entertainment. Movies, followed by plenty of ice cream, are certain to make the day for every kid who participates.



THESE THREE GIRLS won Easter baskets in Dow Chemical Company's annual egg hunt at Pittsburg, California, last year.

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Archery is one of the fastest growing sports in America today. Here are a few tips on equipment, facilities and instruction that will help you organize your own club.

How To Organize An

ARCHERY CLUB

By PAUL WILL

Executive Secretary
Archery Manufacturers and Dealers Association

For the first time in history last Fall, every one of the 48 states had an open season on deer hunting with bow and arrow. Over 400,000 bowhunters responded to the lure of "quiet shooting" and killed an estimated 4,000 deer.

Because of the growing interest in bowhunting and field shooting, archery has taken on new importance as an industrial recreation activity. More and more employees are taking up the sport. It offers many challenges that surpass gun-hunting, especially the fact that big game can be stalked and shot under conditions which test the skill of the archer in tracking and shooting.

The organization of this new enthusiasm around an Employee Archery Club is a natural. Many bowhunters who have met in the woods for the first time outside of the plant are glad to preserve the pleasant memories of their experiences through an archery club.

How To Start

Most archery clubs start as an outgrowth of a training program in archery skills. After a short skill course in archery is offered by an expert archer, interest in organizing a club usually follows. Here are some basic tips on how to start a training program:

PROMOTION. A simple announcement in the company paper or on the bulletin boards will do. Arrange to show an archery film or two on hunting, target and trick shooting at the first meeting. These films are available free from many of the archery equipment manufacturers. And have an expert archer on hand to give a demonstration. This will arouse interest and respect for your undertaking.

THE BEGINNING GROUP. You'll find that many of the employees who respond to your call are beginners in the sport. You must offer them something concrete to stimulate their interest.



THERE ARE NEARLY 5 million archers in the United States today. Dorothy Nowack, of Republic Aviation's archery club, is one of the most avid archery enthusiasts. Here she shows how the arrows should be extracted from the target, by turning them from either left or right with a slight twist before attempting to extract them.

Give a few lectures about the terms of archery, how to string a bow, nocking, drawing, releasing. Preliminary instruction should be "dry shooting"; that is the beginners should go through the motions of shooting without actually releasing the arrow. Use lightweight bows for training.

FIRST SHOOTING. After the first few lecture sessions, your archery audience will want to do some actual shooting. Set up a target area with the targets set about 10 yards from point of shooting. Use a large target and don't let the shooters move back until they can hit the target with every shot.

EQUIPMENT. You'll need some equipment for the training program. If you don't have your own, possibly you can borrow some bows and arrows

rom a local dealer. You should encourage your eginning archers to purchase their own equipnent as soon as possible. Those who own their own quipment will naturally show more interest in he sport and can do some actual shooting in the ield.

After you've set the groundwork through the rganization of an archery training program as art of your regular recreation activities program, nembers of your classes will suggest the formaion of an archery club. You should be ready to ffer a sound program of organization to fulfill heir desires.

Club Organization

Most archery clubs consist of the following offiers: president, vice president and secretary-treasrer. The President appoints committee chairmen nd presides at meetings. The Vice President acts n the absence of the president. And the Secretary-Treasurer records club minutes, collects dues, and pays bill.

In addition to the appointed or elected officers, the archery club should have the following officers to oversee activities. outdoor target chairman, field archery chairman, indoor target chairman, publicity chairman, scorekeeper and awards chairman, and a social chairman.

Each chairman should have the authority to appoint committee members to assist him or her in carrying out the committee's duties. Usually each committee makes plans for tournament events, club programs, shooting schedules, etc. These plans are then presented to the club at a general meeting and approved by the members after discussion and possible modification.

National Organizations

There are three main organizations of archery clubs in this country. All of them have affiliated clubs, and sponsor interesting club activities for all ages in local and national tournaments. The industrial archery club will probably want to affiliate with one of these groups. Write to them for further information and handbooks on club affairs, sample club constitutions, and how to get your club organized.

Here is a complete listing of the national organizations:

1. American Bowhunters Association, Lloyd Wintersteen, Secretary-Treasurer, Box 241, Lansing, Illinois.

2. National Field Archery Association, John L. Yount, Secretary, Box 388, Redlands, California.

3. The National Archery Association, 20212 Bayview Avenue, Santa Ana, California.

Helpful Aids

There are many excellent aids available on archery instruction and club organization. The Archery Dealers and Manufacturers Association, P. O. Box 127, Waverly, Iowa, can supply booklets on archery instruction courses, how to select archery equipment, and tips on safety instruction. A brochure, which lists all available archery aids, may be obtained by writing directly to AMADA.

Improve Your Archery

Pretty Dorothy Nowack, of Republic Aviation's Thunderjet Bowmens Club, presents a one-minute lesson in basic archery techniques. Republic's Thunderjet Bowmen, who meet every Wednesday at 5 p.m. at Bethpage State Park in Long Island, N. Y., offer complete instruction in the sport and in the selection of proper equipment. Their archery club meetings are spiced with bowhunting movies, field events, and annual tournaments. The club is open to both male and female employees.



GRIP BOW naturally but not tightly. Lay arrow along shelf on bow alongside bow-grip and slide it straight back to strip, gripping string with first three fingers.



STANCE is very important. Spread feet well apart with weight of body evenly distributed. Keeping body weight well distributed on feet, slowly raise bow as shown in photo.



SWING BOW to vertical position, extending string-arm directly toward the target. Take a deep breath as you draw. All the form and style in the world can't substitute for practice and more practice.



DRAW BACK evenly, feeling easy rhythm. Elbow is out. Keep your bow arm straight. Without moving any other part of your body, let the string off your finger tips . . . Bullseye!

BOATING BOOMS at Minnesota Mining

At Minnesota Mining and Manufacturing Company's many plants scattered throughout Minnesota's fabulous lake country, the boating bug has bitten nearly everyone. Clerks, engineers, vice presidents, accountants, secretaries, and production employees are sailing off in all directions on weekends and holidays.

There's been no survey to find out how many employees own and operate boats but, if a survey were taken, Minnesota Mining would probably lead the parade of industrial boating enthusiasts. Company employees own practically every type afloat, and dozens of boats have been built to their own specifications.

According to James Keith, editor of *The 3M Megaphone*, company newspublication, there's been no attempt to organize and stimulate the boating boom. It has just happened. In fact, boating enthusiasts are an individualistic lot who prefer to choose their style of participation whether it be cruising with a 45-foot cabin craft or trolling after trout with a 12-foot aluminum runabout.

You can almost say that boating is a way of life for 3M employees. Ever since daylight saving time brought more sunlight for summer playtime, Minnesota Mining employees have adopted boating as their favorite after-work pastime. The accessibility of the many Minnesota lakes and rivers makes it possible for many 3M employees to be out in their boats for a cruise an hour after quitting time.

The company itself, which produces many products which are used in the manufacturing of boats, has publicized the many benefits of the sport, especially the importance of boating as an excellent family activity.

Minnesota Mining employees have found a romantic appeal in boating too. It gives many workers, who spend their work days in routine plant activities, an opportunity to explore and discover the many beauties of Minnesota's lakes and rivers. It's a wonderful way to become more familiar with the state's rich natural environment.

Employee enthusiasm in boating takes diverse forms. Some workers have set a luxury craft as their ultimate goal, while others will utilize their own skills to build do-it-yourself craft from kits that may cost as little as $30 or $40. Whatever the goal, whatever the budget, the results are always the same—plenty of wholesome fun and enjoyment for every member of the family.

Industrial firms that are located near lakes, rivers, and other natural waterways might well consider the promotion of boating as an industrial recreation club activity or simply encourage employees to participate on their own. The leisure-time benefits of the sport are well worth developing.

Complete information on the organization of boating clubs, how to choose a boat, safety afloat, tips on planning cruises, and motion pictures on the sport are available for the asking from The Outboard Boating Club of America, 307 North Michigan Ave., Chicago 1, Ill.

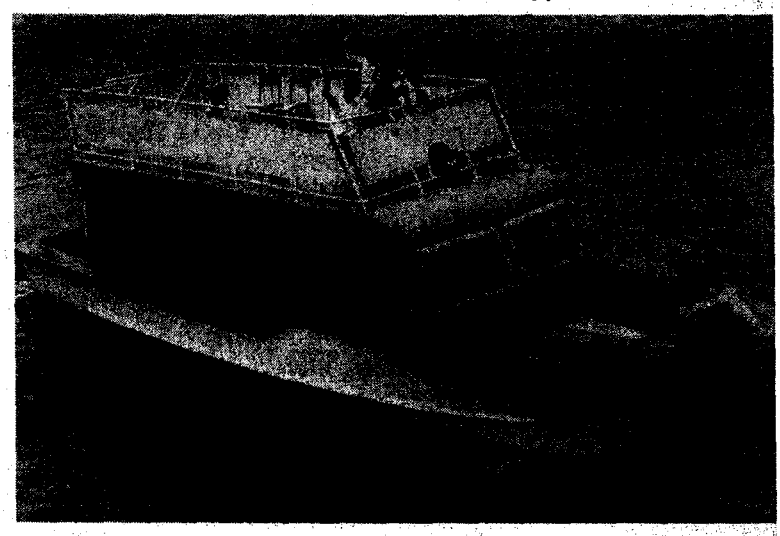
THIS SLEEK 14-foot 25 horsepower runabout was purchased as a hull, by C. B. Brandon (left), 3M marketing supervisor, and completely finished in his spare time.





CRUISING DOWN THE MISSISSIPPI is family fun for Milt Bach, 3M Scotch tape coater, his wife, Edna, and dog, Rusty. Milt purchased the cruiser at last year's St. Paul boat show and uses it for weekend excursions on the Mississippi.

THIS CONVERTED 40-foot Navy LCP, which sleeps six and is powered by a 250 h.p. diesel engine, provides the summer entertainment for Leon Ratte and his entire family. Ratte is a Minnesota Mining tool design engineer.



RIVER HOUSEBOATS are popular with boat enthusiasts who like a few of the comforts of home on their hulls. Ken Cox, 3M tape lab technician, and his wife, Inez, can sleep four on this 36-footer.



The following report on insurance protection for recreation participants was compiled by a group of NIRA insurance consultants. It discusses some of the most common methods used by U. S. industrial firms to provide insurance coverage for sports injuries.

Insurance Methods for Recreation Activities

Providing industrial employees with adequate insurance protection against recreation accidents is a rather complex problem. It is a problem faced by every company and by every recreation administrator.

How do most U. S. industrial firms insure their program participants? A national survey, conducted several years ago, showed that only half of the companies surveyed provided specific insurance protection for their sports participants. The survey covered 472 firms in 36 states and represented a total employment of 1,200,000 people. Only 219 (15% of those reporting) provided insurance coverage. Among those reporting insurance protection plans, these were the most common methods of protection:

PLAN 1. True Group Insurance. (60 per cent)

PLAN 2: Attaching a Voluntary Medical Payments Endorsement on Liability Insurance Policies. (22 per cent)

PLAN 3: Attaching a Voluntary Compensation Endorsement on Workmen's Compensation Policies. (36 per cent)

In many cases reported, Plan 1 was also used in combination with one or both of Plans 2 and 3.

A further discussion of each of these types of insurance coverage follows, listing some of the advantages and disadvantages:

1. True Group Insurance

Apparently some firms have felt that the benefits afforded by a True Group Insurance Policy were adequate. However, a disadvantage of this form of insurance is that it affords only non-occupational coverage.

Another problem is that a number of True Group Insurance policies require that the injured employee must be hospitalized before any benefits become payable under the contract. However, while many injuries may not require hospital confinement, nonetheless, they still can prove to be quite expensive to the injured party. A sprained ankle, for instance, is common in active sports participation and usually requires several treatments by a doctor, but it would not necessarily involve hospital confinement.

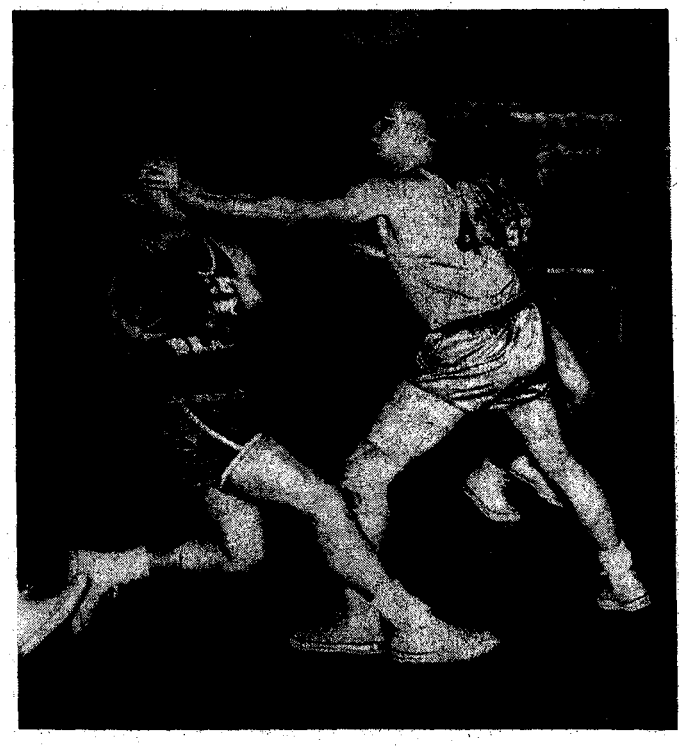
Generally, group policies offer a schedule type benefit; that is, so much per day for hospital confinement and allowance for miscellaneous expenses in hospital and a specified allowance for surgical procedures and doctor's visits. Very few group plans are written on a blanket basis.

As you can readily see, the True Group Insurance Plan, unless it provides for out-patient coverage, is limited in its scope of application to recreation activities and participant protection.

2. Liability Insurance

The basic Liability Policy excludes coverage for injuries sustained by the employee while he is engaged in the employment of the insured, and further excludes any obligation for which the insured may be held liable under any Workmen's Compensation Law.

Many Liability Policies have a medical payments endorsement attached to them. However, the basic Medical Payments Endorsement excludes coverage for bodily injury, sickness, disease or death sustained by any person participating, instructing or practicing in any physical training, sport, athletic activity or contest.



THIS IS HOW sports accidents happen. Don Polachek, member of the Allen-Bradley Company's team in the Milwaukee Muni League, takes a left smash to the face as he tries to drive around an opposing player. No foul was called on the play but Polachek needed two stitches to close a cut over his eye. Allen-Bradley players are covered by special insurance which covers game accidents. *Photo by Dick Johnson, Allen-Bradley photographer.*

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Ernie Banks	**Al Kaline**	**Mickey Mantle**	**Jackie Robinson**	**Duke Snider**
Gus Bell	**George Kell**	**Ed Mathews**	**Babe Ruth**	**Ted Williams**

125S SPECIAL AUTOGRAPHED LOUISVILLE SLUGGER—POWERIZED. (Not illustrated). Quality and finish identical to No. 125 above, but turned to slightly smaller dimensions for the particular requirements of **High School, Prep School, Babe Ruth League, Pony League,** and other teen-age players. Listed below are the Autographed models in the 125S group. An assortment of not fewer than six different models is guaranteed to each carton of one dozen. Packed 4/32", 5/33", and 3/34" bats in each carton. Shipping weight, 26 pounds..... **Each $4.50**

MODELS: Henry Aaron, Yogi Berra, Al Kaline, George Kell, Ted Kluszewski, Harvey Kuenn, Mickey Mantle, Ed Mathews, Jackie Robinson, Babe Ruth, Duke Snider, Ted Williams.

43 ASH FUNGO. GENUINE LOUISVILLE SLUGGER—POWERIZED. (Not illustrated). Quality and finish identical to No. 125 above. Each carton of one dozen contains three (34") infield and nine (37" and 38") outfield fungoes. Shipping weight, 20 pounds..... **Each $4.50**

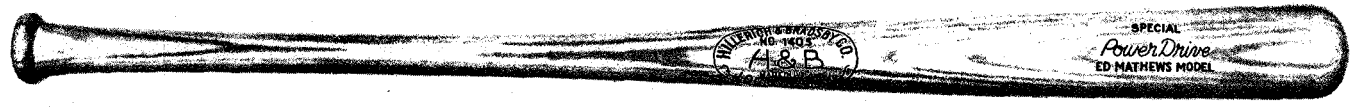


125 EBONY FINISH GENUINE AUTOGRAPHED LOUISVILLE SLUGGER—POWERIZED. Turned from choice, open-air-seasoned timber. Rich Ebony Finish with gold branding. Six different models are guaranteed to each carton of one dozen. Packed 4/33", 5/34", and 3/35" bats in each carton. Shipping weight, 27 pounds ..... **Each $4.50**



150 GRAND SLAM—Natural White Finish. Turned from select Northern White Ash Timber. Patterned after the original models of the famous sluggers whose names they bear. Six different models guaranteed to each carton of one dozen. Lengths 4/33", 5/34", and 3/35" bats in each carton. Shipping weight, 26 pounds..... **Each $3.60**

150S SPECIAL GRAND SLAM—(Not Illustrated). Quality and finish identical to No. 150 above, but turned to slightly smaller dimensions for the particular requirements of **High School, Prep School, Babe Ruth League, Pony League,** and other teen-age players. Six different models guaranteed to each carton of one dozen. Lengths 4/32", 5/33", and 3/34" bats in carton. Shipping weight, 24 pounds..... **Each $3.60**



140S SPECIAL POWER DRIVE. Natural White Finish. Turned from fine White Ash. Patterned after the original models of the famous sluggers whose names they bear, but turned to slightly smaller specifications for the particular requirements of **High School, Prep School, Babe Ruth League, Pony League,** and other teen-age players. Six different models guaranteed to each carton of one dozen. Assorted lengths 32" to 34"; shipping weight, 24 pounds.
Each $3.05

Bats for PONY LEAGUE

Numbers 125S, 150S, 140S, and 130S (all of the Junior and Little League numbers) are approved for PONY LEAGUE play. These numbers are particularly suitable for players of this age group.

Bats for BABE RUTH LEAGUE

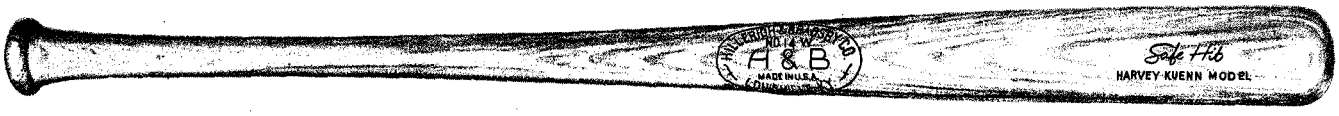
Any baseball bat in the Louisville Slugger line not longer than 34" may be used in BABE RUTH LEAGUE play. However, the "specials" (125S, 150S, 140S, and 130S) are particularly suitable for players of this age group.

HILLERICH & BRADSBY COMPANY, INC., LOUISVILLE, KENTUCKY

Also Makers of Louisville Grand Slam Golf Clubs

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LOUISVILLE SLUGGER BASEBALL BATS



14W **SAFE HIT.** Finished in Natural Ash White and supplied in an assortment of famous sluggers' models in each carton of one dozen. Assorted lengths from 32" to 35"; shipping weight, 26 pounds..... **Each $2.60**



11B **BIG LEAGUER.** Black finish with white tape grip. An assortment of famous sluggers' models in each carton of one dozen. Lengths range from 32" to 35"; shipping weight, 26 pounds..... **Each $2.30**



130S **SPECIAL SAFE HIT.** Turned from Ash with rich Dark Maroon Finish. Patterned after the original models of the famous sluggers whose names they bear, but turned to slightly smaller specifications for the particular requirements of **High School, Prep School, Babe Ruth League, Pony League,** and other teen-age players. Six different models guaranteed to the carton of one dozen, assorted lengths 32" to 34"; shipping weight, 24 pounds.
Each $2.20



9 **LEADER.** Light Brown Finish. Assorted famous sluggers' models. Assorted lengths, from 32" to 35' ; shipping weight, 26 pounds..... **Each $1.80**

LOUISVILLE SLUGGER BATS HILLERICH & BRADSBY CO. LOUISVILLE, KY.

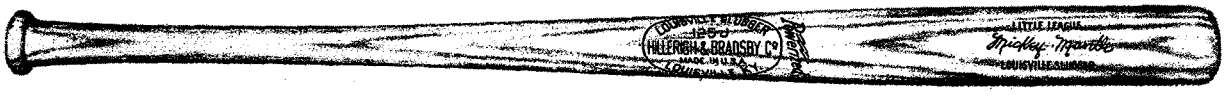
LITTLE LEAGUE

PERFORMANCE MAKES THEM FAMOUS



125LL **GENUINE AUTOGRAPHED LITTLE LEAGUE LOUISVILLE SLUGGERS.** Large size Junior bat. Turned from select, open-air-seasoned White Ash and Hickory. Each carton of one dozen contains approximately half with Natural White Finish and half with Antique Finish. Autographs of **Henry Aaron, Yogi Berra, Mickey Mantle, Babe Ruth, Duke Snider,** and **Ted Williams.** Packed 3/29", 4/30", 3/31", and 2/32" bats in each carton. Shipping weight, 21 pounds..... **Each $3.35**

125BB **GENUINE AUTOGRAPHED LITTLE LEAGUE LOUISVILLE SLUGGER—EBONY FINISH.** Large size Junior bat. Turned from select open-air-seasoned timber. Imprinted white tape grip. Autographs of **Henry Aaron, Yogi Berra, Mickey Mantle, Babe Ruth, Duke Snider,** and **Ted Williams.** Lengths, 3/29", 4/30", 3/31", and 2/32" bats in each carton. Shipping weight, 21 pounds..... **Each $3.35**



125J **GENUINE AUTOGRAPHED LITTLE LEAGUE LOUISVILLE SLUGGER.** Medium size Junior bat. Turned from select open-air-seasoned Ash. Approximately half of the 125J bats have natural finish as shown above; the other half have an ebony finish. Autographs of **Henry Aaron, Yogi Berra, Mickey Mantle, Babe Ruth, Duke Snider,** and **Ted Williams.** Lengths 3/29", 4/30", 3/31", and 2/32". Shipping weight 19 pounds..... **Each $2.60**



JL **LITTLE LEAGUE** ***"It's a Louisville."*** Large size Junior bat with attractive Ebony Finish and gold branding. Each bat contains the name of one of these famous hitters: **Henry Aaron, Yogi Berra, Mickey Mantle, Babe Ruth, Duke Snider,** and **Ted Williams.** Lengths 29" to 32". Shipping weight, 19 pounds..... **Each $2.20**



J2 **LITTLE LEAGUE.** Large size Junior bat. Light Brown Finish. Each bat branded with name of one of these famous hitters: **Henry Aaron, Yogi Berra, Mickey Mantle, Babe Ruth, Duke Snider,** and **Ted Williams.** Lengths 29" to 32". Shipping weight, 19 pounds..... **Each $1.80**

LOUISVILLE SLUGGER BATS
HILLERICH & BRADSBY Co.
LOUISVILLE, KY.

LOUISVILLE SLUGGER

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125Y OFFICIAL LOUISVILLE SLUGGER SOFTBALL MODEL 12. For the consistent hitter, a small-barreled bat with gradual taper to small grip. Antique Finish. Finest selection of Second-Growth Ash and/or Hickory. One dozen to carton, 6/33" and 6/34"; shipping weight, 22 pounds..... **Each $3.60**



125W OFFICIAL LOUISVILLE SLUGGER SOFTBALL BAT. Assortment of popular models packed in carton of one dozen. Turned from select Ash and/or Hickory, and Powerized. Finished in Natural Ash-White. Lengths, 6/33" and 6/34"; shipping weight, 22 pounds..... **Each $3.25**



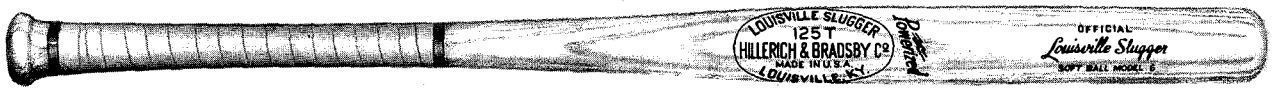
125B OFFICIAL LOUISVILLE SLUGGER SOFTBALL BAT. A splendid assortment of models that will meet requirements of the various types of hitters. Red Maroon Finish. Turned from select Ash and/or Hickory, and Powerized. One dozen in carton, 6/33" and 6/34"; shipping weight, 22 pounds..... **Each $3.25**



125C OFFICIAL LOUISVILLE SLUGGER SOFTBALL MODEL 8. "Fast-Swing" Model for hitting fast pitching. Bottle-shaped large barrel that tapers quickly to small grip. Natural White Finish. Turned from select Ash and/or Hickory, and Powerized. One dozen to carton, 6/31" and 6/32"; shipping weight, 23 pounds..... **Each $3.25**



250B OFFICIAL LOUISVILLE SLUGGER "BLACK BETSY" ASSORTED SOFTBALL MODELS. A splendid variety of models—answers full team requirements. Ebony Finish. Turned from select Ash and/or Hickory. One dozen in carton, 6/33" and 6/34"; shipping weight, 22 pounds..... **Each $3.25**



125T OFFICIAL LOUISVILLE SLUGGER SOFTBALL MODEL 6. For heavy hitters—a bottle-shaped model with large barrel, tapering quickly to a medium grip. Natural White Finish. Turned from select Ash and Powerized. One dozen to carton, 6/33" and 6/34"; shipping weight, 23 pounds..... **Each $3.25**



250C OFFICIAL LOUISVILLE SLUGGER SOFTBALL MODEL 8. "Fast-Swing" Model for hitting fast pitching. Bottle-shaped—large barrel that quickly tapers to small handle. Ebony Finish. Turned from select Ash and/or Hickory and Powerized. Each carton, 6/31" and 6/32". Shipping weight, 22 pounds. **Each $3.25**



125L OFFICIAL LOUISVILLE SLUGGER SOFTBALL MODEL 1. For girl hitters. A small-barreled bat with gradual taper to a small grip. Natural White Finish Ash and Powerized. One dozen in carton, 33" length. Shipping weight, 19 pounds..... **Each $3.25**



200A OFFICIAL LOUISVILLE SLUGGER SOFTBALL BAT. Supplied in assorted softball models. Finished in Brown Antique and Powerized. Turned from high-quality Ash and/or Hickory. One dozen to carton, 31" and 32" lengths; shipping weight, 18 pounds..... **Each $2.85**

LOUISVILLE SLUGGER BATS HILLERICH & BRADSBY Co. LOUISVILLE, KY.

LOUISVILLE SLUGGER

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102 OFFICIAL LOUISVILLE SLUGGER SOFTBALL BAT. Assorted popular softball models of first quality Ash and Hickory. Oil Tempered and finished in Saddle Brown. Packed one dozen to carton, 6/33" and 6/34"; shipping weight, 23 pounds..... **Each $2.85**



100C OFFICIAL LOUISVILLE SLUGGER "FAST-SWING" SOFTBALL MODEL. Turned from high quality Hickory and finished in Medium Brown. One dozen in carton, 6/31" and 6/32"; shipping weight, 23 pounds..... **Each $2.85**



100W OFFICIAL LOUISVILLE SLUGGER SOFTBALL BAT. Assorted popular softball models. Turned from high quality Ash and/or Hickory. Natural White Finish and Oil Tempered. One dozen in carton, 6/33" and 6/34"; shipping weight, 22 pounds..... **Each $2.85**



54 OFFICIAL *"It's a Louisville"* SOFTBALL BAT. Assorted models turned from Ash and Hickory. Brown Finish and Black Zapon grip. One dozen in carton, 6/33" and 6/34"; shipping weight, 23 pounds..... **Each $2.20**



54C OFFICIAL *"It's a Louisville"* SOFTBALL BAT—Bottle-shaped "Fast Swing" model. Made of Ash and Hickory, with Ebony Brown Finish. One dozen in carton, 6/31" and 6/32"; shipping weight, 23 pounds..... **Each $2.20**



54L OFFICIAL *"It's a Louisville"* GIRLS' MODEL. Natural White Finish Ash with Blue Zapon Grip. One dozen in carton, 33" length; shipping weight, 18 pounds..... **Each $2.20**



52H OFFICIAL SOFTBALL BAT. Turned from Hickory, and finished in Ebony. One dozen assorted models to carton, 33" and 34" lengths; shipping weight, 23 pounds..... **Each $1.80**



52 OFFICIAL SOFTBALL BAT. Natural Finish. Ash. One dozen assorted models in carton, 33" and 34" lengths; shipping weight, 22 pounds. **Each $1.80**



51H OFFICIAL SOFTBALL BAT. Turned from Hickory with Maroon Finish and Gray Zapon Grip. Assorted models. One dozen to carton, 33" and 34" lengths; shipping weight 22 pounds..... **Each $1.60**



50 OFFICIAL SOFTBALL BAT. Brown Finish. One dozen assorted models to carton, 33" and 34" lengths; shipping weight 22 pounds..... **Each $1.25**

In Softball as in Baseball... One Trademark stands Supreme

The Liability Policy may be endorsed to specifically provide Medical Payments protection for your employees while they are engaged in the aforementioned activities. Generally, this procedure is followed only if the employees are going to engage in sports activities only a few times during the course of the year.

Utilizing the Liability Policy to provide accident protection for recreation participants is a most expensive way of trying to provide insurance coverage. It is not generally recommended.

3. Workmen's Compensation

The Workmen's Compensation Policy is a contractual agreement under which the insurance company agrees to assume the liability imposed upon the employer by the Workmen's Compensation Act or Law.

A large number of employers are endeavoring to provide their employees with insurance protection while employees are engaged in sports activities through Workmen's Compensation Insurance. Quite frankly, it is a moot point as to whether or not employees thus protected have the coverage that they actually need.

A Workmen's Compensation Law is not regarded as complex. *It is the factual interpretation of the law* which causes the confusion and difficulty. In essence, the laws of several states, while differing in amount and type of benefits, are predicated upon the idea that an employee shall be compensated for injuries which "arise out of and during the course of employment." What constitutes "arising out of and during the course of employment" is the question which the courts are frequently called upon to interpret.

Just as *individuals* will give different interpretations on any given fact situation, so also do the courts. Thus, varying interpretations run throughout this particular field of law, making it practically impossible to draw any nationwide standard opinions, and making any interpretation of the holdings of the various courts extremely difficult.

This is particularly true when, as in the situation before us, the courts are faced *not* with the routine day-to-day employer-employee relationship but rather with the social and recreational activities which have been sponsored or approved by employers for the benefit of their employees. Here especially is the problem more confusing, because of the peculiar nature of the facts, with injury resulting from circumstances not usually connected with the time, place or regular occupation of the employee.

Recommended Insurance Coverage

Perhaps the surest way of providing insurance protection for those employees participating in recreation activities is by purchasing special accident insurance policies specifically for that purpose. In the interim, it may be wise to consult with the person responsible for the company's insurance coverages to determine if there is accident insurance or some other plan in force for protection of employees engaged in recreation activities.

RM Asks the Question:

"What Type of Insurance Do You Carry on Your Recreation Participants?"



WALTER R. KELK

Executive Secretary
Engineering Department
Employees' Activities
Association
E. I. du Pont de Nemours
& Company
Wilmington, Delaware

"In our Engineering Department Employees' Activities Association, which has over 3600 members, the basic approach to insuring employees against injuries during recreational activities can be summed up by quoting an old saying: 'An ounce of prevention is worth a pound of cure.'

"In the rare event of an accident, the individual employee's Blue Cross and Accident and Health Insurance policies cover serious injuries. Primarily as a legal protection to the officers and members, the Activities Association carries bodily injury liability insurance to $50,000-$100,000 limits and property damage insurance in the amount of $5,000."

LARRY DEAL

Supervisor,
Personnel Activities
Inland Manufacturing
Division
General Motors Corporation
Dayton, Ohio



"Participants in our recreation program are covered by the same group insurance as other employees. Through one of the nation's leading insurance companies, participants are provided with life, extra accident, sickness and accident, and total and permanent disability coverage.

"The coverage in each case depends upon the employee's base rate. The extra accident life insurance paid on death by accidental means is equal to 50% of the basic life insurance. Sick and accident benefits are paid for a maximum of 26 weeks for any one period of disability. Total and permanent disability benefits are paid in monthly installments and based on $20 per $1000 of life insurance coverage for a period of 50 months.

The WHY and HOW of COMPANY CHORUSES

The company chorus is a stimulating activity for all employees—and it's easy to organize.

By ADA PASKIND

When the National Industrial Recreation Association surveyed its member companies in 1957 to determine what activities were most popular in industrial programs, company choruses ran away with the balloting in the music field.

There was good reason for the chorus landslide, too! Music is something that nearly everyone likes and the company chorus is a group activity that can accommodate all comers — everyone from the bathroom baritone to the trilling tenor.

According to a recent study made by the American Music Conference, U.S. industry is thoroughly chorused. AMC reports that over 74% of the nation's firms with 250 employees or more have choruses.

Dr. Theodore Vosburgh, an Eastman School of Music graduate and Dow Chemical Company's first full-time music director, sums up industry's interest in group singing activities this way: "People participate in a company chorus because they are continually learning something new, continually accomplishing self-improvement. The company chorus adds great interest to a worker's life."

Many Successful Choruses

There are literally thousands of outstanding industrial choral groups. Almost every one has contributed tremendously to the prestige of the company that sponsors the group, as well as to the community of which its members are a part.

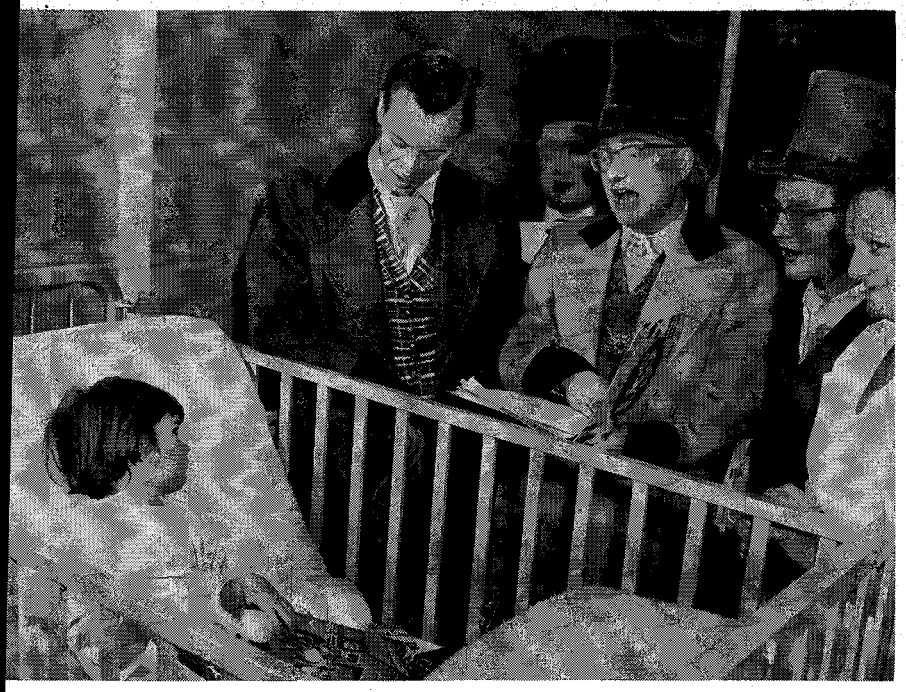
For the last 20 years, the Dow Chemical Company's chorus has received national recognition for its splendid performances throughout the U.S. The Dow chorus has performed at army hospitals, civic benefits, and, through donations it has received at these concerts, has financed music scholarships for promising young music students. Dow chorus funds have also been used to equip a high school band, help finance a local youth camp, and send a South African student to college in America.

United States Steel's chorus has also been unusually successful. Last year, it won three first place awards in the Chicagoland Music Festival. Its mixed chorus has taken home awards and plaques from dozens of national music competitions. The U.S. Steel chorus was organized as a male group in 1932, and, after World War II, was divided into three units: a 70 voice male chorus, a 60 voice women's glee club, and a mixed chorus. Members of all of these units come from the five subsidiary plants of U.S. Steel Corporation in Gary, Indiana.

General Electric's "Lamplighter-ettes," a female quartet which sings to the accompaniment of a ukelele, is one of the most popular singing groups in the Cleveland, Ohio, area. The girls practice every lunch hour in an empty office. Their first public appearance was at Cleveland's annual

U. S. STEEL'S Male Glee Club of Gary, Indiana has won many honors in musical competitions.





CHEERING UP PATIENTS in hospitals is one of the many good deeds performed by U. S. Steel Corporation's Good Fellow Club's Choralers. The group has become known throughout the midwest as the "Men of Steel with Hearts of Gold" due to so many charitable performances of this type.

group of voices. Choose a person who understands and sympathizes with the amateur singer as well as the professional. Employees usually prefer a leader from outside the company who can be engaged for specific periods to lead the group. You may find someone in the plant who can serve in this capacity but consider the benefits of the "outsider" as well. It may make the difference between a good and mediocre chorus. The outsider is usually an impartial judge of tastes and abilities and is far removed from "inside" conflicts.

2. **An Accompanist.** You shouldn't have any trouble finding a pianist or accompanist from within your organization. Work with the choral director in reviewing candidates prior to selection. An accompanist who can play both organ and piano is a definite advantage as many choral arrangements are greatly enhanced by organ accompaniment.

3. **Rehearsal Room.** Find a room that can be used regularly. It should be reasonably private and be large enough to seat the entire group. It should also have a small podium and music stand, room for a piano, and storage space for music and choir robes.

4. **Rehearsals.** Regular rehearsals are best held outside working hours. Try to arrange rehearsals immediately after working hours. It is a pleasant practice to allow a brief time for socializing over a light dinner before rehearsal or after rehearsal, if dinner facilities are available.

5. **Music.** At the beginning, what and how much music you will need will depend on the size of the group and the type of music the director chooses to sing. Have a copy of each selection for each individual. Start with a few numbers—and add to your music library as the group's repertoire broadens. Generally, the music sung by company choruses ranges from popular to classical, from hymn to jazz. Variety is always the spice of the performance and should be emphasized.

6. **Robes and Costumes.** Don't underestimate costuming. Appearance of the choral group is a major factor in the success of the activity. Dress the group uniformly in dignified robes. Consider company colors for the robes and special identifications, if desired. For an example, Republic Aviation's mixed chorus wears dark robes with a large "R" on the front of a satin stole.

Some groups, however, find street clothes just as effective, but uniformity is still maintained. The British Columbia Electric Company of Vancouver outfits its Ladies' Glee Club in dark jackets with contrasting skirts. The Goodyear male chorus wears white emblemed jackets with dark trousers.

Organization of Committees

Whatever form the choral group takes, the group will want to elect its own officers and committees to handle the many details of the program. For program continuity and effectiveness, it is recommended that several basic committees be established to perform the major functions and handle the operations. These committees should include:

- SOCIAL COMMITTEE. To plan and arrange social functions. These may range from informal parties to dances, outings, and picnics.
- PROGRAM COMMITTEE. To help search out and recommend opportunities for performance, and also to select the numbers for each performance.
- MUSIC COMMITTEE. To help choose and purchase new selections and types of music for the group.
- FINANCE COMMITTEE. To handle the group's business and financial affairs. The responsibilities of the finance committee will be determined by who pays the costs and how the money is raised.

Financing the Program

A survey of companies with choral groups shows a wide variety of financing arrangements for the choral programs. Some choral groups are completely company subsidized; while others are entirely self-supporting. Some companies underwrite public appearances, pay travel costs, and turn any profits over to charities.

One of the most common methods of financing is for the company to underwrite basic costs, with performance guests making voluntary contributions at the various events. These voluntary funds are used for paying soloists, buying music, and other items.



DIRECTOR and accompanist frequently must get together between rehearsals to plan music and arrangements.



AUDITIONS for Illinois Bell Telephone Company's chorus are friendly and informal. Like many companies, Bell auditions newcomers to determine which section they belong in, not to find out how well they sing.

Christmas tree lighting ceremony a little over a year ago and, since then, they've been singing on TV, radio, and at private concerts throughout Ohio.

Create Own Enthusiasm

Once company choral groups have been organized, they create their own enthusiasm. Most choruses are given the open-arm welcome at company functions, are "must" entertainment for Christmas affairs, and are continually sought for community conventions and special events. Annual concerts are usually Page One news in most communities and play to packed houses.

Costuming helps build enthusiasm, too! New York's Rockefeller Center Choristers are nearly as famous as the Rockettes for their choral finery and help to dress up the Rockefeller Plaza to millions of tourists at Easter and Christmas. The Burlington Zephyr Choir, gowned in custom-tailored silver and red robes, are as striking to the eye as they are to the ear. The LaBelle Industries' Choraliers, from Oconomowoc, Wisconsin, are as famous for their fine dress as they are their fine music.

Of course, the traveling concert is the frosting on the choral cake. Company choral groups seem to delight in spreading their talents throughout the area in which they work and live.

The Allen-Bradley chorus makes an annual tour which usually covers two states. Last year's tour lasted twelve days, hit Ohio and Michigan, and included ten concerts attended by over 19,000 people.

The City of Syracuse, N.Y., has an annual music festival in which the choral groups of four companies—Smith-Corona, Crouse-Hinds, New Process Gear, and Onondaga Pottery—participate.

One of the big advantages of company choruses is that they are rather easy to organize. In most firms, the choral group is organized through the employee activities office or the personnel office. A simple memorandum in the company publication, pay envelope, or bulletin board is enough to start the voices humming.

Organizing a Chorus

Many companies report that choral groups were started at the request of the employees themselves. This, of course, is desirable but is not necessarily a prerequisite. Almost any firm with 100 or more employees can organize a choral group.

Nine out of ten choral groups do not require auditions. Most groups have found that people who like to sing *can* sing. And the more voices you have in a chorus, the better the chorus. The stronger voices usually help the weak ones out.

Mixed choruses are especially popular and should be the rule for the first attempt at organization. Although many firms separate groups into male and female glee clubs because of high participation, the mixed choir seems to have a richer, fuller quality and allows for a broader repertoire. After the chorus has been in operation for a while, the smaller male and female groups can be organized from it.

Invite Families

Don't rule out the families of employees in your organization plans, either. The company chorus is the kind of project in which wives, husbands, and other members of the workers' family will find much enjoyment.

There is a "best" time to start the choir, too. Interest is at its peak before Christmas and Easter. That's when choral music is most popular and, with an immediate performance as the initial goal, the chorus idea is sure to catch on fast and grow strongly.

At the first meeting of the chorus candidates, tell the plans for the group, explain the organizational setup, and discuss what responsibilities the company has assumed and what responsibilities rest with the group. Schedule a second meeting for business details—and follow with the first practice session.

Basic Chorus Needs

There are a few things you can't overlook in the organization of a chorus. You must consider a director who has had some professional training in group singing and vocal music. And you must consider such things as an accompanist, rehearsal facilities, music, finances, etc. Here are a few tips on these essentials:

1. **The Director.** Only a professionally trained person, who has had experience in music and voice, can make a chorus out of a

RM RECREATION READING

OW TO IMPROVE YOUR SWIM-IING, by David H. Robertson and harles W. Russell, The Athletic Insti-ute, 209 S. State St., Chicago 4, Ill. 0 pages, 50¢.

This small booklet is a sensible approach to swimming instruction through visual presentation of basic techniques. Shows the step-by-step methods for learning the elementary side and back strokes, float, and crawl. Ideal for youth swimming programs and company booklet racks.

THE PRACTICAL WAY TO BETTER MEMORY, by Dr. Bruno Furst, Fawcett Publications, Inc., Fawcett Place, Greenwich, Conn. 192 pages, 75¢.

An unusual booklet which explains all about your memory and how it can be improved. Emphasizes the use of association methods for remembering original ideas. You might find it very helpful.

SUGGESTIONS FOR CONTROL OF TURNOVER AND ABSENTEEISM, published by the U. S. Bureau of Employment Security, Washington 25, D. C.

Turnover of employees is always a major problem to the personnel director and the recreation chief. This book presents a major checklist of reasons why employees quit or are continually absent from work.

HOW TO RUN BETTER MEETINGS, by Edward J. Hegarty, McGraw-Hill Book Company, Inc., 330 West 42nd St., New York 36, N. Y. 312 pages, 6x9, illustrated, $4.95.

A very handy book to have on the recreation director's bookshelf. Tells how and when to hold meetings. Some execellent tips on how to make your meetings more effective, how to get better results. Twelve chapters cover such vital subjects as getting out the crowd, setting up the meeting room, how to handle the guest speaker, how to be a good chairman, etc.

RECREATION FOR THE ILL AND HANDICAPPED, published by the National Association of Recreational Therapists. A quarterly publication. Subscriptions available from Virginia L. Dobbins, Bryce Hospital, Tuscaloosa, Ala. $1.50 per year.

This publication contains some interesting and informative information on the important field of recreation for the handicapped. Reports on advances in the field, types of recreation programs, facilities, and leadership training.

THE SOFTBALL STORY, by Morris A. Bealle, Sportshelf, P. O. Box 116, New York 33, New York. 264 pages, $4.00.

This book will interest anyone concerned with softball activities. It is a complete history of the game from its start to the present day along with highlights of the game's progress in 48 states. Shows the growth of industrial programs as well as amateur and professional play.

A COMPLETE **TWO-WEEK** Recreation **PROGRAM**

Costs only a few cents for each Employee

YOUR EMPLOYEES WILL HAVE **TWO FULL** WEEKS OF **FUN** STARRING IN THEIR OWN **BIG MUSICAL COMEDY**



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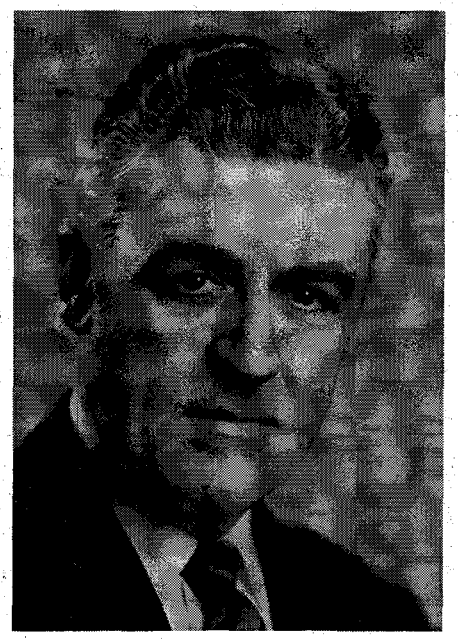
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U.S. Fitness Chief To Speak at NIRA Conference May 21

Dr. Shane MacCarthy, the man who is waging a relentless war on softness in American youth, will move his campaign to the industry front when he addresses delegates at the NIRA conference luncheon, Wednesday, May 21, at Fort Worth, Texas.

MacCarthy, who heads the President's Council on Youth Fitness, is a firm, power-packed speaker who has a message of utmost importance—youth and adult fitness. His luncheon topic will be: "Youth Fitness—A Challenge for Industry."



Dr. Shane MacCarthy

Since being named to his key post by President Eisenhower, MacCarthy has become a cross-country commuter, carrying his fitness message to professional and civic groups in every one of the forty-eight states.

Dr. MacCarthy feels that "recreation must be recognized as an integral part of life if we are to attain proper individual standards of fitness." He is particularly interested in alerting industry to the problems of youth, and how recreation executives can do more to stimulate greater adult and youth fitness.

Although the national youth fitness program is a little less than two years old, the results from the program have been many. To date, over twelve state governors have established state fitness organizations and have programs going in their respective states. "Youth Fitness" has become a byword in the nation's press. Articles in dozens of national magazines have alerted the nation to the dire results of an unfit youth.

MacCarthy will speak at the general session luncheon on the last day, Wednesday, of the four-day NIRA conference and exhibit. His message promises to be one of the highlights of the sessions.



HOMER AND JETHRO, shown above with their means of madness, will be calling the shots at Convair's Frontier Party on Tuesday evening, May 20th, at the NIRA national conference in Fort Worth.

Homer and Jethro Will "MC" Frontier Party

Homer and Jethro, a couple of guitar strumming favorites on television and radio, will emcee Convair's famous Frontier Party on Tuesday evening, May 20th, one of the highlights of the 17th annual national conference in Fort Worth.

The Frontier Party is something that could only happen in Texas. It will feature western-type entertainment including everything from rope tricks to tall-story telling. And the cow-punchers who'll be responsible for keeping the axles oiled are Homer and Jethro.

According to these western wits, their only names are Homer and Jethro. They've been called other names but they can't be printed here. Almost since the Gold Rush days, they have been singing songs and spinning unbelievable yarns about country life. To pay their bills, they've been appearing weekly on the WLS barn dance in Chicago and cutting records for RCA.

Twenty Seminars Set for Fort Worth Confab

The program for the four-day 17th annual national conference and exhibit on industrial recreation, set for Fort Worth, Texas, May 18, 19, 20, and 21, is loaded with twenty seminars on important recreation subjects.

Over two hundred of the nation's leading directors of industrial recreation programs will participate on the conference program.

The "problem" seminars will be ninety minutes in length and include a full discussion of the topics by experts from industry. Included among the twenty seminars are panels on budgeting and financing recreation programs, travel clubs, handling company drives, participation incentives, Christmas parties, activities for retired employees, etc.

Tour Convair Facilities

In addition to the full slate of problem seminars, there will be one general session each day featuring a nationally prominent speaker with a specific topic related to the employee activity area of industrial management. Topics to be covered in the general sessions include: how to use community facilities, how to conduct sports clinics, communications and promotion techniques, etc.

This year's Fort Worth conference promises to be one of the most varied and stimulating in the history of the

ational Industrial Recreation Asso-
ation. A. C. Esenwein, vice president
Convair, Inc., will be the principal
eaker at the Monday general ses-
on. Convair will host NIRA conven-
on delegates on Tuesday afternoon,
ay 20th, at their recreation area in
ort Worth. Following a tour of the
cilities, delegates will be offered a
exas-style "chuck wagon dinner" and
special rodeo. On Tuesday evening,
ie program goes western with a full-
own Frontier Party, MCeed by two
d hands at cow-country entertain-
ient, Homer and Jethro.

Delegates who bring their wives will
nd a full program of entertainment
or their better-halves, too. The wives'
rogram includes a bingo party, west-
rn parade, fashion show, and a lunch-
on and fashion show at the South-
vest's famous Nieman-Marcus depart-
ient store.

The 1958 version of NIRA's an-
ual conference and exhibit, which will
eadquarter at Ft. Worth's Hotel
exas from May 18 to 21, offers rec-
eation administrators in both the U.S.
nd Canada an excellent opportunity to
ee what's happening recreation-wise
n America's booming Southwest.

For a complete summary of the con-
erence program, see the May issue.

1958 Mid-West Golf Tournament to be Held at Woodridge Golf Club

The Thirteenth Annual Mid-West Industrial Golf championships will be held in Chicago, Illinois, on the Woodridge Golf Club course, August 16th and 17th.

Any industrial firm is eligible to participate in the Mid-West Championships. Each player representing a company must be a bonafide employee of that company and not receiving remuneration for teaching or playing golf. No company can enter more than two teams from any one city.

There will be a $20 entry fee for each team and each company will be required to pay the expenses and greens fees of the players.

Trophies will be awarded to the teams finishing 1st, 2nd, and 3rd in each division.

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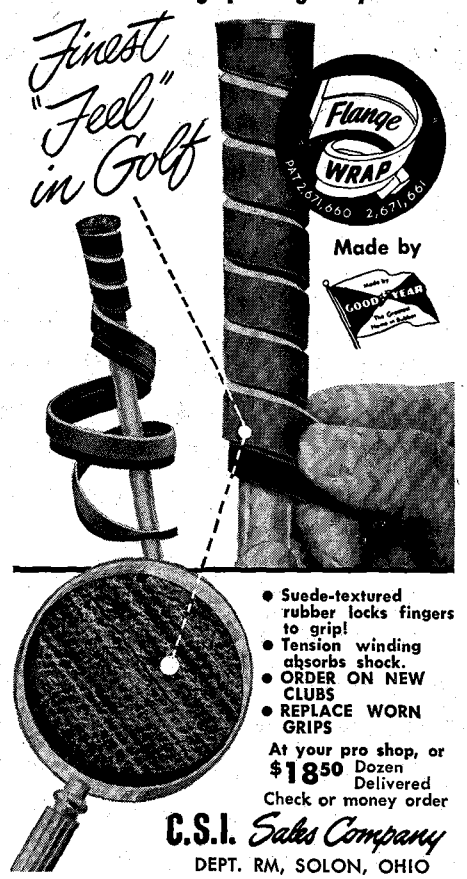
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THE AMERICAN MANAGEMENT ASSOCIATION conducted its first seminar on industrial recreation in New York City on January 28, 29, and 30. John Leslie, recreation director of Minnesota Mining and Manufacturing Company, St. Paul, Minn., and Don Neer, NIRA executive secretary, organized the meeting which brought together some of the nation's top recreation executives. The three-day AMA seminar was titled: "Industrial Recreation, An Integral Part of the Company Personnel Program."

In the picture above, members participating in the seminar gather around the conference table. They include, from left to right standing: John Leslie, Minnesota Mining & Mfg. Co., St. Paul, Minn.; Don L. Neer, NIRA Executive Secretary; Joseph C. Schranck, E. I. du Pont de Nemours & Co., Wilmington, Del.; James Runser, American Bosch Arma Corp., Garden City, N. Y.; Martha Daniell, Nationwide Insurance Co., Columbus, Ohio; William Brayton, Equitable Life Assurance Society, New York, N. Y.; Noble Johnson, Sandia Corp., Albuquerque, N. M.; Robert E. Sward, Bell Telephone Laboratories, New York, N. Y.; August Cavalloro, Ford Motor Co., Dearborn, Mich.; seated: Kay Colborn, New York Telephone Co., New York, N. Y.; Robert R. Schenk, Owens Corning Fiberglas Corp., Newark, Ohio; Gustav Ziprik, Cone Mills Corp., Greensboro, N. C.; Robert E. Moss, Avco Mfg. Corp., Lawrence, Mass. and Frank J. Finke, West Penn Power Co., Greensburg, Pa.

Fifty Firms Send Representatives to Philadelphia Workshop

Over 125 representatives from Pennsylvania, Delaware, Marylan New York, New Jersey and Massach setts firms attended the one-day indu trial recreation workshop in Philade phia, Pa., on February 6th.

Highlighting the workshop sessio were keynote talks by Granville M Read, chief engineer, E. I. du Pont d Nemours Company and Edward Lille manager of employee relations, Su Oil Company.

The eight-hour session, which dea with current problems in industri recreation management, was one o the best-attended and most successfu in recent years.

Co-chairmen of Region 2 N.I.R.A meetings were W. R. Kelk, E. I. du Pon de Nemours Co., and Sam Rubenstein Philadelphia Electric Co.

Klingler Key Speaker at California Conference

Ken Klingler, president of NIRA was the principal speaker at the three-day conference of the associa tion's Region Seven in Fresno, Califor nia, February 15 to 17.

The industrial recreation meeting were held in conjunction with the an nual California Recreation Conference

Co-chairmen Newt West, Helms Bakeries, and Charles Boyle, Northrop Aviation, Inc., organized a comprehen sive three-day program that answered questions on industrial recreation prob lems presented by the 150 registrants from the seven-state area.

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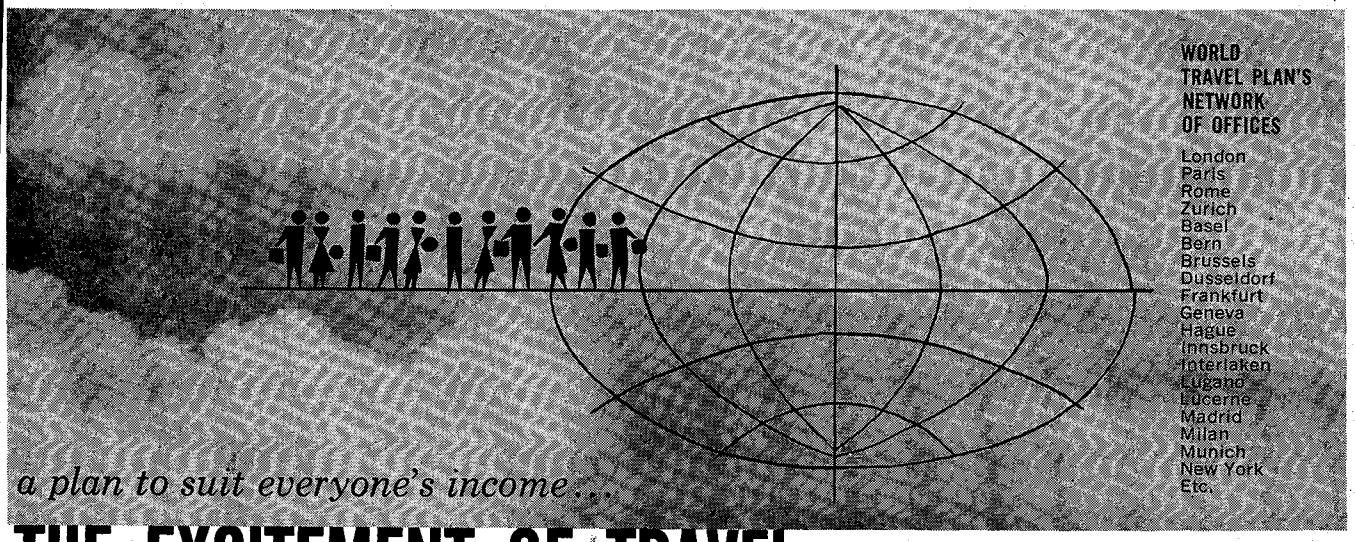
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RM THINGS TO WRITE FOR

Sports Area Layouts

A new revised manual, "Standard Sports Areas," presents in condensed reference form the standard dimensions and specifications for sports areas commonly found in industrial recreation programs. The manual is available free of charge from American Playground Device Co., Anderson, Indiana.

* * *

Activities for Children

The Association for Childhood Education International has just published a series of twelve leaflets with dozens of suggestions for planning activities for young children. Each of the twelve pamphlets covers such subjects as drawing and painting materials, cooking, simple costumes, etc. You can obtain the complete set of leaflets, titled "Creating With Materials for Work and Play," for 75¢ from the Association for Childhood Education International, 1200 Fifteenth St., N.W., Washington 5, D. C.

* * *

New Recreation Film

A new 16mm motion picture, "Town and Country Recreation," shows how to organize and finance community recreation programs in villages of 5,000 or less people. The film dramatically shows the advantages of planned recreation and how a community's resources and talents can be organized to make a program work effectively. An excellent program subject for industry-community relations programs. For information on rentals write The Athletic Institute, 209 S. State St., Chicago 4, Ill.

* * *

Recreation Recruitment Brochure

You are fully familiar with the problems involved in recruiting additional personnel for the recreation field. A new pamphlet, "Recreation: A New Profession for Our Time," is now available for high school students interested in recreation careers. The pamphlet discusses salaries, college preparation, advantages of a recreation career, personal qualities needed, etc. Single copies of this brochure may be obtained free from The American Association for Health, Physical Education and Recreation, 1201 Sixteenth St., Washington 6, D. C.

* * *

Operation of Gun Clubs

A new booklet, "Organization and Operation of Gun Clubs for Shotgun Shooting," has just been published by Winchester-Western Arms. The booklet contains 32 pages of helpful information on procedures in organizing the gun club, skeet and trap layouts, how to run a registered shoot, and ideas for special shooting activities. Copies of the manual are available free by writing V. J. Tiefenbrunn, Shooting Promotion Manager, Winchester-Western Division, Olin Mathieson Chemical Corporation, New Haven 4, Conn.

Every Easter the Gals at Delco-Remy . . .

Parade de Chapeaux

One of the most unusual Easter programs in the nation is conducted every Easter at Delco-Remy's Anderson, Indiana plant. It's called the "Parade de Chapeaux" and features a parade of imaginative hats created by the women employees.

The "Easter Parade" starts with a full-scale competition in which women employees of Delco-Remy vie to see who can come up with the most original bonnet. Entries are judged on originality and may be entered in three classes: Most Beautiful, Comic, and Religious.

Besides the hat portion of the Parade de Chapeaux, the Easter program features a special Easter show during which all entries are judged. Entertainment includes something for every member of the plant—vocal and choral groups, amateur talent show, bunny show for the kids, and dancing for anyone who might have the energy.

Hats of all colors, sizes, and descriptions are the result of the month-long contest. Prior to the Easter Show, the thirty-six best creations are selected to compete in the Grand Parade which is annually held on Easter Sunday.

The only rules to the hat competition are that the millinery must be made by the contestants themselves and that the bonnets can be worn by the contestants without the aid of scaffolding or derricks.

According to D. C. Shaffer, employee relations director at Delco, the Hat Parade is a real winner. "The gals love it," he says. "And the guys get more than their share of laughs."



WOMEN GO CRAZY over hats, especially Easter creations. Here are the prize winning entries in Delco-Remy's 5th Annual Parade de Chapeaux which seem to prove that the ladies will wear anything that they can lift onto their heads. The winners are, left to right, Joy Wyatt for her religious creation of a cemetery plot; Louise Cox for her "Beauty" entry; and Beulah Ducy for her comic bonnet.

Welfare and Recreation Association By-Laws

Periodically, RM will publish constitutions and by-laws of existing employee recreation associations as a guide to recreation administrators in setting up similar programs. The first in this series is a reprint of the by-laws of the Welfare and Recreation Association of the United States Department of Agriculture.

BY-LAWS of the USDA Welfare and Recreation Association

Article I: Purpose and Policy

Sec. 1. The general purpose of the USDA Welfare and Recreation Association, hereinafter called the Association, is to provide in proper ways for the individual and collective welfare, the mutual improvement, and improved working conditions of persons employed by the U. S. Department of Agriculture who are stationed in or near the District of Columbia, including but not restricted to, the granting of financial and other forms of aid in cases of emergency resulting from illness, accident or unforeseen misfortune to an employee, or to a member of the immediate family of any employee, the cost of which the employee is unable at the time to otherwise meet; the sponsorship of programs and activities along educational, recreational, musical, dramatic and comparable lines and cooperation with groups of employees in such undertakings; the operation of cafeterias, lunch rooms, stores and similar facilities for their convenience and comfort; and the sponsorship of related activities which, in the judgement of the Board of Directors, promote the general purpose of the Association and support its expressed policy to advance the public interest.

Sec. 2. It will be the policy of the Association to conduct its activities in such a manner as to advance the public interest by stimulating and strengthening the esprit de corps and morale of said employees.

Sec. 3. All net earnings, donations, contributions, and moneys repaid on loans granted employees will be available for loans as herein provided and for the current operating expenses and fixed charges of the Association. Any surplus remaining after granting such loans and gratuities and meeting such expenses and charges will constitute a reserve fund and be available for authorized Association purposes. Such reserve fund shall not be allowed to materially exceed such sum as the Board of Directors shall determine reasonably necessary for placing the affairs of the Association on a sound financial basis and for adequately taking care of proposed and existing activities.

Article II: Membership

Sec. 1 All persons employed by the Department of Agriculture stationed in or near the District of Columbia shall be considered members of the Association and shall be eligible to receive the benefits and privileges it affords.

Article III: Organization and Administration

Sec. 1 The general administration of the affairs of the Association shall be entrusted to a Board of Directors, hereinafter referred to as the Board, consisting of at least one representative duly nominated and elected by the employees of each agency, as may be defined by the Board, and one representative to be appointed by the Secretary of Agriculture. Agencies having in excess of 500 employees in or near the District of Columbia shall have additional elected representatives on the basis of one for each additional 500 employees or major fraction in excess thereof.

The agency representatives shall initially be classified in respect of the time for which they shall severally hold office, by dividing them by agencies insofar as practicable into two classes, each class consisting of one half of the whole number of the Board of Directors. The agency representatives of the first class shall be elected for a term of one year; the agency representatives of the second class shall be elected for a term of two years. At each annual election thereafter the successors to the agency representatives of the class whose term shall expire in that year shall be elected to hold office for the term of two years, so that the term of office of one class of agency representatives shall expire each year. Each agency shall elect from a single slate of nominees as many alternates as representatives. Nominees, to the number allotted to an agency, receiving the highest number of votes shall be representatives and the allotted number receiving the next highest number of votes shall be alternates to serve whenever a representative is unable to serve for any reason.

(a) The term of each director shall begin initially March 1, 1958. The term of the directors of the first class shall expire February 28, 1959; the second class February 29, 1960. At each subsequent annual election each new class of directors shall be elected for two years, effective March 1. Agency elections shall be held reasonably in advance of those dates.

(b) If both the duly elected agency representative and his alternate to the Board of Directors either resign or are otherwise unable to complete their terms, the head of that agency may appoint a successor of the representative pending the holding of a special election.

(c) In the event of a change in organization of the Department by Secretarial order or by Statute, affecting the rights of representation on the Board, the Board shall arrange for the agencies affected to hold elections therefor. If such change in representation results in substantial alteration in the composition of the Board, it may cause a new election of its officers.

(d) In case of any changes in the number of directors, the Board shall arrange the classes of directors so as to preserve so far as is possible the ratio prescribed in Section 1 hereof.

Sec. 2. At the first meeting of the Board following each annual election by the respective agencies, the following officers shall be elected from the membership of the Board by a majority vote of the Board members present and voting at such meeting: A President; a Vice President in Charge of Cafeteria and related services; a Vice President in Charge of Welfare and Loan Activities; a Secretary; and an Information Director. The board shall also elect a General Counsel; and a Treasurer who, if not elected from among the members of the Board shall become advisory members of the Board by their election. Further, the Board shall also elect a Vice President in Charge of Recreational Activities, who, if not elected from among the members of the Board, shall become a member by his election. Authority to nominate the Vice President in Charge of Recreational Activities is delegated to the Employee Activities Committee, composed of representatives from Agency Recreational Associations in the Department of Agriculture. Any vacancies of officers occurring during their term of office shall be filled by the Board in the same manner.

(a) The duly elected officers of the Board and the representative appointed by the Secretary of Agriculture shall constitute the Executive Committee of the Board, and shall give immediate direction to the purposes of the Association. The President shall serve as Chairman of the Executive Committee.

Sec. 3. The Board shall meet every month or oftener, if necessary, at the call of the President or at the written request of two-thirds of the membership of the Board. A majority of the members of the Board shall constitute a quorum.

Sec. 4. Minutes shall be kept of all Board and Executive Committee meetings in which shall be truly recorded all actions and decisions taken by the Board or its Executive Committee.

Article IV: Duties of the Officers

Sec. 1 **President.** The President shall preside at all meetings of the Board and the Executive Committee. It shall be his duty to:
(a) Insure proper representation by all agencies of the Department on the Board.
(b) Exercise general direction of all Association activities.
(c) Recommend to the Board new activities or projects which he believes should be undertaken by the Association.
(d) Submit to the Board for approval all schedules of salaries and wages to be paid in connection with Association activities, including proposed annual budgets.
(e) Appoint such special committees and make such temporary appointments as he deems advisable to investigate and report on matters of interest to the Association.
(f) Designate an Acting President from the Executive Committee of the Board to act whenever he is absent or unable to accomplish his official duties. Such designee shall be from among the agency representatives.
(g) Make interim appointments to vacated offices from the membership of the Board pending such time as the Board might act to elect such officers.

Sec. 2. **Vice President in Charge of Employee Recreational Activities.** The Vice President in Charge of Employee Recreational Activities shall be responsible for the general administration of such pertinent programs as come within the purposes of the Association as outlined in Article I and may be approved by the Board. It shall be his duty to:
(a) Exercise leadership in developing and supporting interest in employee recreational activities, including stimulating, through such assistants as may be provided or selected, educational, recreational, musical, dramatic and comparable activities desired by the employees which are in furtherance of the purpose of the Association, except that educational projects shall be determined after consultation with the head of the United States Department of Agriculure Graduate School to insure against any conflict with the purposes of that institution.
(b) Insure the maintenance of accurate records of all projects carried on within the purview of his responsibilities and make report of such activities to the Board at its meetings.

Sec. 3. **Vice President in Charge of Welfare and Loan Activities.** The Vice President in Charge of Welfare and Loan Activities shall be responsible for matters relating to stringent employee circumstances, including the making of loans without interest and grants to meet such needs where all normal sources of financial assistance are found to be not available. It shall be his duty to:
(a) Administer the purposes of the Association within the purview of his responsibilities.
(b) Develop such policies and standards for approval of the Board as may be required to carry out the purposes of his office.
(c) Appoint or arrange for the appointment of such committees as he may deem necessary to insure adequate advice and assistance in making determinations and decisions within the purview of his office.
(d) Report on his activities at the meeting of the Board and the Executive Committee.

Sec. 4. **Vice President in Charge of Cafeteria and Related Services.** The Vice President in Charge of Cafeteria and Related Services is the Association's representative in the administration of the activities authorized by the Secretary of Agriculture through the permit for the service of food to the employees of the Department of Agriculture. It shall be his duty to:
(a) Serve as liaison between the Board of Directors and the Manager of the Cafeterias.
(b) Appoint a Cafeteria Committee of at least three members to assist in carrying out the responsibilities of his office.
(c) Hold a meeting of the Cafeteria Committee each month, or more often if necessary.
(d) Recommend to the Board of Directors policy and procedure matters which have been considered both by the Cafeteria Committee and the Manager of the Cafeterias.
(e) Put into effect policies and procedures as approved by the Board. Communications regarding these matters shall be in writing.
(f) Insure maintenance of adequate records—financial, property, and such others as are deemed necessary.
(g) Report to the Board and the Executive Committee at each meeting as to major activities of the Cafeterias.
(h) Submit annually a financial plan for the operation of the cafeterias.
(i) Recommend to the Board the increase or decrease of prices for food served in the cafeterias.
(j) Authorize the acquisition of cafeteria equipment at cost not to exceed $250 in any instance, and make su expenditures as are necessary in case of repairs or equi ment as needed in an emergency.

Sec. 5. **General Counsel.** The General Counsel sha serve as legal adviser to the Association.

Sec. 6. **Information Director.** The Information Direct shall be responsible for developing and publicizing inform tion concerning the activities of the Association.

Sec. 7. **Secretary.** The Secretary of the Associati shall record all minutes of meetings held by the Board an the Executive Committee of the Board, and furnish a co thereof to each representative and alternate member of t Board as soon thereafter as possible. It shall be his dut to:
(a) Notify members of the Board and the Executive Com mittee of the Board of the time and place of their respe tive meetings and assist the President in such manner a the President of the Board may require.

Sec. 8. **Treasurer.** The Treasurer shall be the custodia of all funds, securities and property belonging to th Association and act as fiscal adviser to the Association o all pertinent matters. It shall be his duty to:
(a) Keep a full and accurate record of all receipts, dis bursements, and other financial transactions of the Associa tion, and make proper reports to the Board at its meetings
(b) Serve as fiscal adviser to the President and Vice Presidents on matters pertaining to their respective re sponsibilities and keep them currently advised as to th status of funds in order to insure the integrity and suffi ciency of the fiscal affairs of the Association.
(c) Review and advise on all financial reports of activitie carried on under the general direction of the Associatio and make such recommendations as may be necessary.
(d) Prepare and process such authorizations involving th receipt or expenditure of Association funds as may b required.

Sec. 10. **Executive Committee of the Board.** The Execu tive Committee of the Board shall meet at least monthly or oftener, subject to the call of the President, and assume general direction of such day by day activities as are approved by the Board and are necessary to accomplish the purpose of the Association. It shall be its duty to:
(a) Discharge faithfully its responsibilities in a manner dedicated to the furtherance of the purposes of the As sociation.
(b) Provide constant and current information to the Board and Association members of their programs and accom plishments in order to insure current information and stimulate interest on the part of the employees.

Article V: Fiscal Requirements

Sec. 1. The Board of Directors shall require such annual audits as it deems necessary, and shall determine which officers and employees of the Association shall be required to furnish bond and the amount thereof. The premiums on all such bonds shall be paid out of Association funds.

Article VI: By-Laws

Sec. 1. The Board of Directors may adopt, amend and repeal By-Laws:
(a) Proposed amendment to By-Laws must be submitted to the Board of Directors in writing in not less than six (6) copies.
(b) Amendments to By-Laws may be offered at any regular meeting of the Board; shall lie over, without action, until the next regular meeting; then, if approved by a majority of the membership of the Board entitled to vote, the President shall declare the By-Laws amended.
(c) The President shall cause the By-Laws to be published annually in the January issue of the Department's publication.

Article VII: Amendments to the Certificate of Incorporation

Sec. 1. Amendments to the Certificate of Incorporation may be offered at any regular meeting of the Board; shall lie over, without action, until the next regular meeting; then, if approved by two-thirds of the members entitled to vote shall be forwarded to the General Counsel for appropriate action in accordance with existing law.

Article VIII: Recall of Officers

Sec. 1. Any officer selected by the Board may be recalled and required to vacate his office upon three-fourths vote of the Board.

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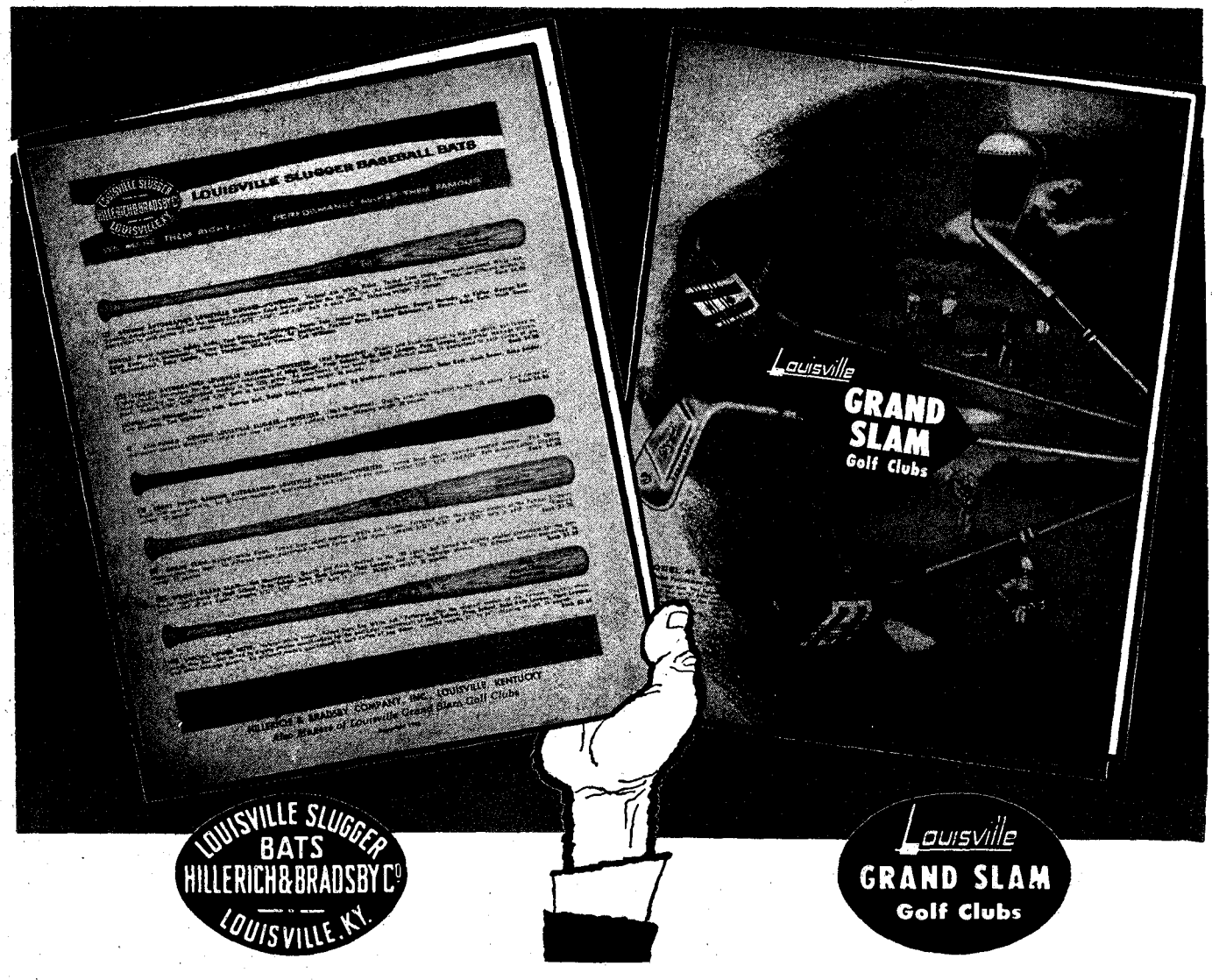
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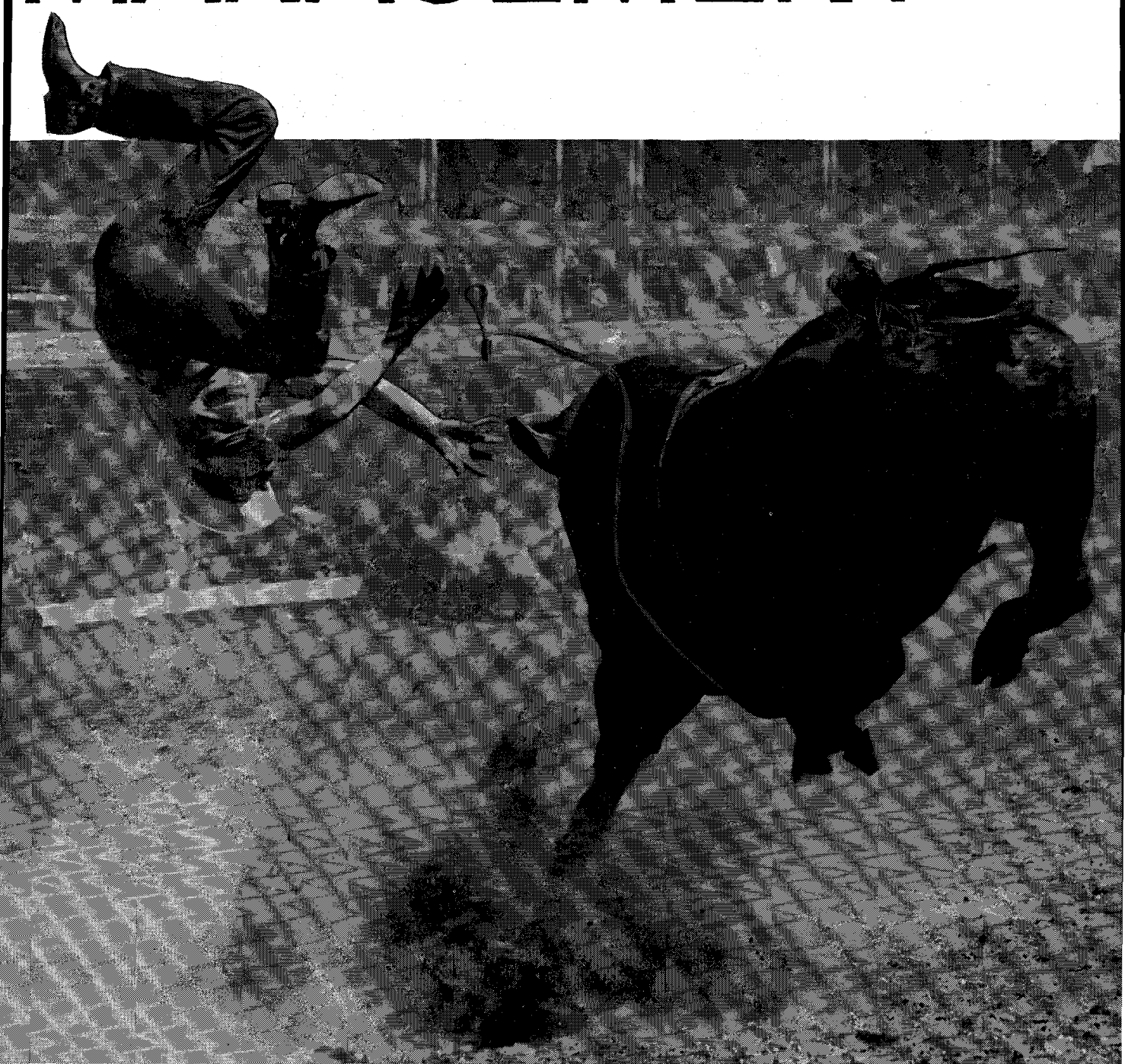
Hillerich & Bradsby Co., Inc., Louisville, Kentucky



RECREATION MANAGEMENT

MAY, 1958

THE NATIONAL MAGAZINE OF RECREATION IN INDUSTRY



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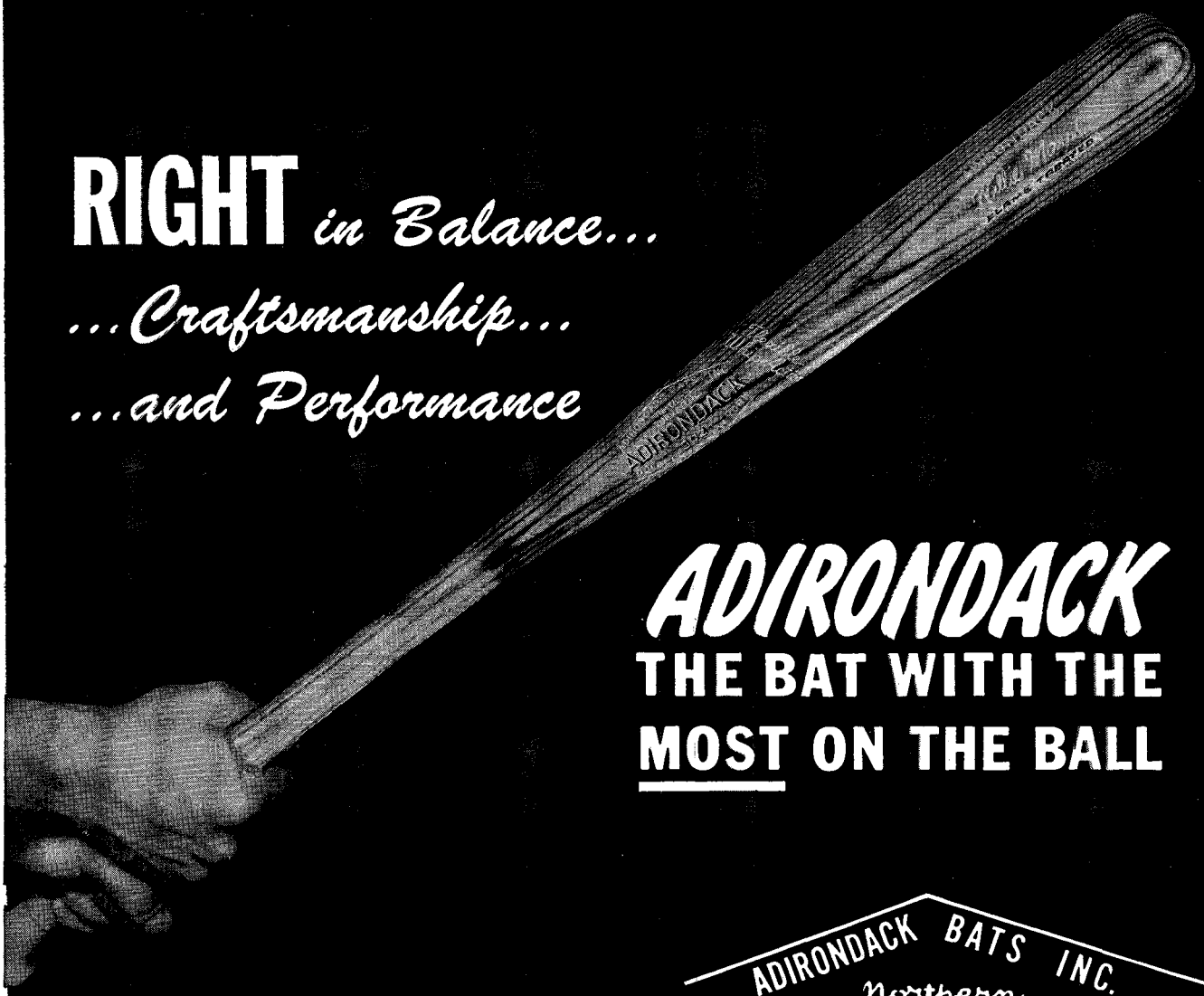
SELECTING PLAYGROUND EQUIPMENT ..... page 26

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RM RECREATION ROUNDUP



NATIONAL CHAMPIONS WILL TRY TO RETAIN TITLE in the 24th Annual (1958) National Baseball Tournament starting next August 15 in Wichita, Kansas. The two top-ranking non-professional clubs, both industrially-sponsored, have been certified into the tournament because of their 1957 standings. The Plymouth Oil Company team, above, of Sinton, Texas, and Allen's Dairy team of Ft. Wayne, Indiana, ranked first and second in 1957. Other industrial clubs will qualify through their respective state tournaments. The national winner will be awarded $10,000 cash and represent the U. S. in the fourth annual global series.



THE WORLD'S LARGEST INDUSTRIAL BOWLING TOURNEY was held this spring for the 17th year, by Chrysler Corporation. 5,946 employees were entered. Included were 597 teams, 785 doubles, 1,401 singles, and 1,150 for all events. The prize fund amounted to over $13,000. On hand to open the Chrysler Tournament, from left, were John D. Leary, Chrysler Vice-President, Personnel; feminine bowling stars Val Mikiel, Maxine Cruchon, Elvira Toepfer, and Ginny Tyson. Fred Wolf, famous bowling commentator, acted as master of ceremonies.





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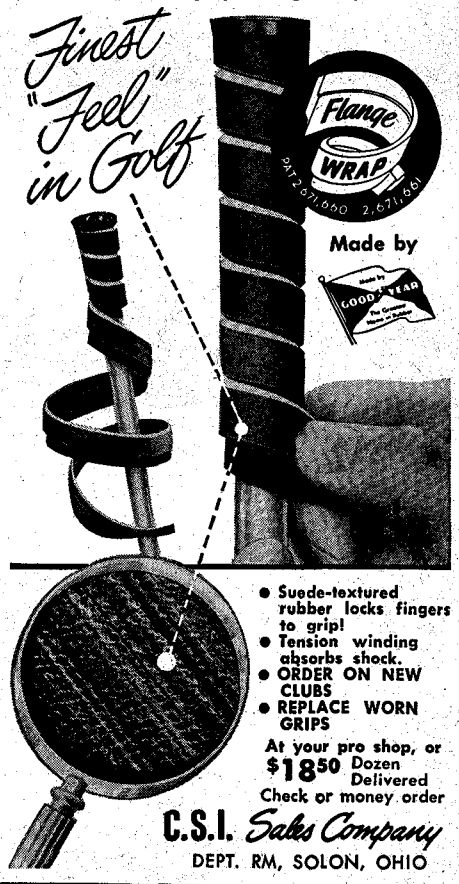
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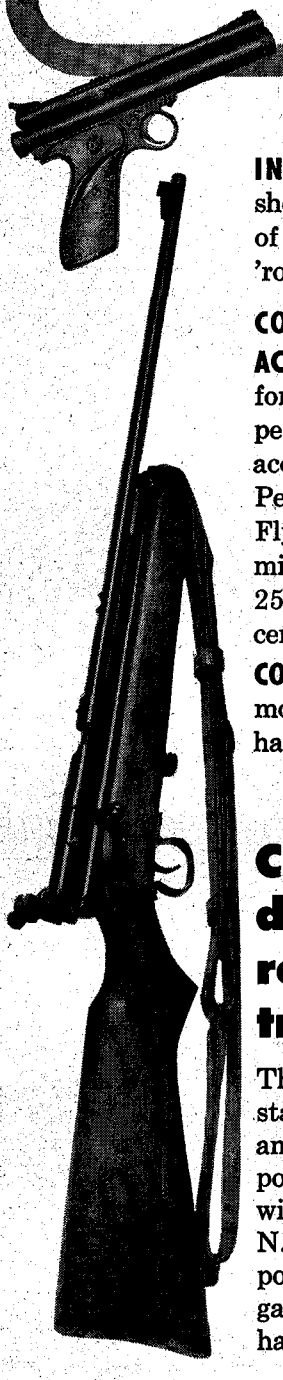


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RECREATION MANAGEMENT

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Editor-Publisher
DON L. NEER

Associate Editor
DOROTHY L. IMMERFALL

Circulation Manager
DOROTHY B. MORRISON

MAY COVER—"Bull throws man" is a small sample of the thrills NIRA members can expect at the Rodeo for delegates and exhibitors which will be staged by the Convair Recreation Association during the 17th Annual Conference at Fort Worth, Texas.

IN JUNE "RM"

Recipe For Warm-Weather Fun—ideas to build a swimming program into a family affair through splash parties, novel races, and other stunts.

Recreation in a Company Town—Erwin Cotton Mills, Cooleemee, North Carolina, has a program which is designed for the "company town".

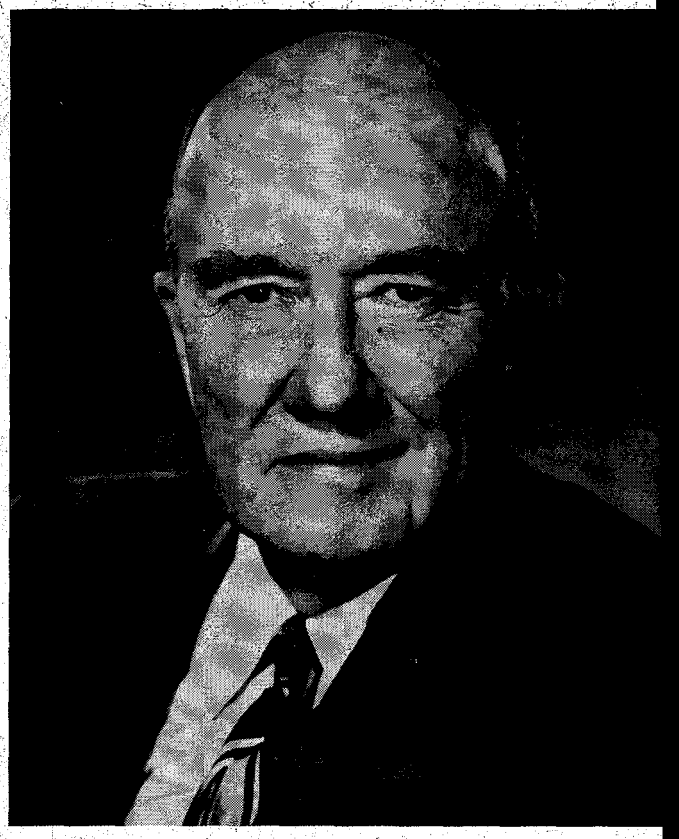
A Tour Through Tokheim—"RM" takes you on a tour through Tokheim Corporation, Fort Wayne, Indiana's new company recreation center, a modern building which provides for the recreational interests of all employees.

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OP MANAGEMENT SPEAKS:



The importance of planned industrial recreation is gaining wide-spread recognition among top executives. Here, Mr. C. F. Hood, President, United States Steel Corporation, gives us his—

VIEWS ON INDUSTRIAL RECREATION

Throughout United States Steel, there has always been a positive endeavor to give full recognition to the role of organized recreation in any over-all plan for employee development. At our various plants and offices, therefore, every effort practicable is made to encourage participation in the group activities sponsored by employee organizations, such as bowling, softball, baseball, golf and other sports, as well as those endeavors which bring together individuals with common interests and hobbies.

For example, there are full softball and hardball leagues at certain of our plants, together with scheduled competition in horseshoes and golf. Annual tournaments and banquets conclude the regular bowling seasons at a number of our operations and offices, and facilities exist in various areas for such recreational pursuits as boating, marksmanship and similar outdoor interests.

Beyond these endeavors, individuals with musical talents participate in band and chorus activities, frequently performing at community and other public affairs, while those interested in chess or such hobbies as photography have found outlets in employee clubs organized for such purposes. In every area of the Corporation, moreover, a variety of social functions are held throughout the year, serving as a common basis for the many other recreational affairs.

All of this, of course, is in keeping with our belief in U. S. Steel, as in every segment of American industry, that the human element is the most important factor in the industrial equation. Accordingly, we are alert to the progress being made by medical science in understanding how and why the human body functions, and in developing more exact measures to maintain physical stamina and mental alertness. We look forward to the time when we shall be able to assimilate this new knowledge in such a manner that it can enhance both the value and the pleasure of employee recreational pursuits.





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HERE ARE THE ANSWERS—
WHEN - WHERE
WHAT DAY - WHO
BEVERAGES - COSTS
PARTICIPATION

Annual Picnic



THE J. B. WHEELER, largest boat on an inland non-navigable body of water, showed 1800 RCA picnickers to a delightful time. The boat sails on Buckeye Lake, near Columbus, Ohio. Operated in conjunction with Buckeye Lake Park, the stern-wheeler three-deck boat rounds out the fine amusement park facilities for company picnics such as those held by the Cambridge, Ohio plant of RCA.

Annual plant picnics still top the list as industry's most popular employee program, with a nation-wide average of 75% employee participation regardless of the size of the company.

Following the 1957 picnic season, NIRA collaborated with Martha L. Daniell, Nationwide Insurance Activities Director, Columbus, Ohio, in a timely survey to gather up-to-the-minute facts on this important part of the company recreation program.

Here are the results from 260 questionnaires returned by companies of all sizes, types and locations, tabulated and analyzed for R/M readers to assist in planning their '58 picnics.

70% Hold Annual Picnic

Returns reveal that 181 companies, or 70%, hold annual picnics. The all-company picnic is by far the most popular, with 144 reporting this type as compared to 19 with all-company and group picnics, and 17 with group picnics only. The breakdown by classifications based on number of employees is shown below:

Amusement Park Leading Site

The selection of a site for the picnic is governed somewhat by the type. Most popular site for company-wide picnics proved to be an amusement park, with private grounds topping the list for the group type picnic.

Where Picnic Held

Site	Company-wide	Group
Amusement Park	36	5
Private Grounds	28	50
Government Grounds	9	2
Company Grounds	13	19
Other	10	8
Total	96	84

Saturday Most Popular Day

A weekend date is evidently more desirable than a week day, as Saturday topped the list closely followed by Sunday. This was further borne out by the fact that only 51 out of the 260 companies reporting granted a full day's work time for the annual picnic.

Who Pays For The Picnic?

In most cases the company picked up the tab on the cost of the annual picnic. In 29 cases the company paid more than half and in 14 half of the cost. In five plants the company didn't pay for any of the cost. Where additional funds were collected, the recreation fund was tapped in 53 of the all-company picnics and in 14 of the group picnics. The employees paid part of the cost in 42 of the all-company outings and in 86 of the group picnics.

Cost Per Employee

The smaller the company the higher the cost per employee. Almost 50% of the smaller companies were spend-

Type of Picnic

Number of Employees	Companies Reporting	Annual Picnic	No Picnic	All-Company	Co. and Group	Group Only
Under 500	46	34	12	28	2	4
500 - 1,000	63	51	12	44	5	2
1,000 - 2,500	63	47	16	38	8	1
2,500 - 5,000	38	19	19	15	1	3
5,000 - 10,000	29	21	8	15	1	5
Over 10,000	21	9	12	4	2	2
Total	260	181	79	144	19	17

Day of Picnic

Number of Employees	Companies Reporting	Week Day	Saturday	Sunday	Evening
Under 500	43	9	19	6	1
500 - 1,000	60	3	36	18	0
1,000 - 2,500	62	4	31	21	1
2,500 - 5,000	34	1	10	21	0
5,000 - 10,000	25	1	11	24	0
Over 10,000	20	1	5	22	0
Total	244	19	112	112	2

Time Allotted for Picnic

Number of Employees	Companies Reporting	Allow No Time	Allow Full Day	Allow Half-Day
Under 500	46	14	9	11
500 - 1,000	63	30	12	9
1,000 - 2,500	63	24	18	5
2,500 - 5,000	38	14	5	0
5,000 - 10,000	29	15	5	1
Over 10,000	21	7	2	0
Total	260	104	51	26

Cost

Number of Employees	Companies Reporting	Co. Pays All	Co. Pays over 50%	Co. Pays Half	Co. Pays under 50%	Co. Pays None
Under 500	31	17	10	0	4	0
500 - 1,000	49	35	7	4	2	1
1,000 - 2,500	46	35	6	4	1	0
2,500 - 5,000	16	11	1	1	2	1
5,000 - 10,000	16	5	2	5	2	2
Over 10,000	8	3	3	0	1	1
Total	166	106	29	14	12	5

Most Popular Recreation Activity

ing over $2.00 per employee while in the larger companies the figure was closer to $1.00 per employee.

Amount per Employee

Number of Employees	Companies Reporting	None	$ 0-.50	$ .50-1.00	$ 1.00-1.50	$ 1.50-2.00	Over 2.00
Under 500	34	9	1	0	5	4	15
500 - 1,000	51	13	2	3	3	8	22
1,000 - 2,500	47	3	4	2	8	10	20
2,500 - 5,000	19	8	1	4	1	2	3
5,000 - 10,000	21	12	2	2	3	0	2
Over 10,000	9	3	2	3	0	1	0
Total	181	48	12	14	20	25	62

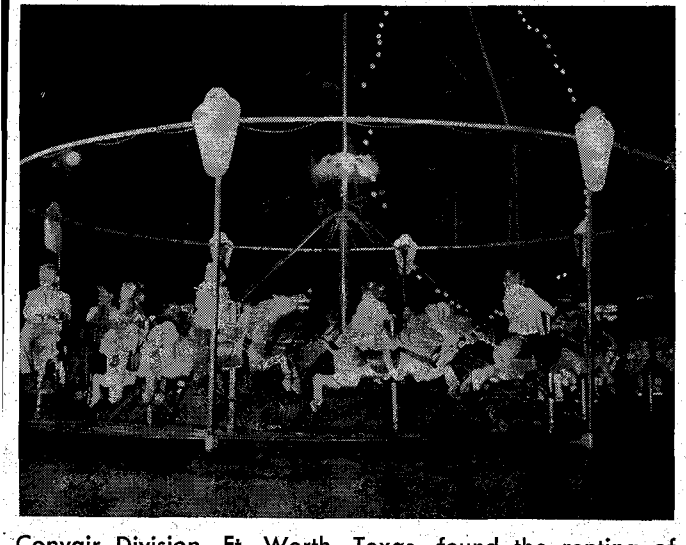
Additional funds collected: Recreation Fund—Employees 58 company, 42 company; 14 group, 86 group

Participation: The average for each of the 260 companies reporting, in each category, was 75 percent participation. This high figure indicates why the annual picnic comes the closest to reaching all the employees.

Activities: Heading the list of sponsored activities was the provision of amusement rides for the kiddies (114) and dancing for the teen-agers and adults. Ninety-nine offered swimming and 20 golf.

Beer Served: Forty-seven percent served beer at their picnics while 53% did not. Over 50% of the heavy and light manufacturing companies served beer, while only 33% of the office-type firms did.

Prizes: 85% of the companies reporting had special game prizes for the children, and 77% featured door prizes. In 61% of the picnics a wide assortment of prizes were featured in bingo games.



Convair Division, Ft. Worth, Texas, found the renting of "rides" at their recreation park a most successful addition to their company picnic—it provides a unique situation where the whole family can have fun.



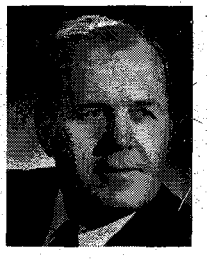
Electro-Motive (GMC), LaGrange, Ill., holds their annual picnic at Riverview Amusement Park in Chicago. Attendance ranges as high as 33,000 employees and families, who have enjoyed as many as 287,000 rides during a day.

Something for Everyone!

Veteran recreation leaders look at years of successful programming and tell how it was accomplished

Successful industrial recreation programs have developed in many ways. Some programs started with a company picnic and resulted in a full program of activities after years of hard work by one or two people. Others started with athletics and grew into other fields.

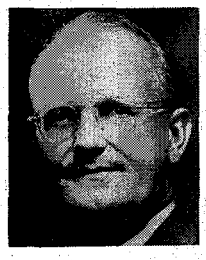
Here are some interesting case histories presented by five veteran leaders in the industrial recreation field, who tell how their programs were started, how they've grown, and methods they've used to increase program participation.



"The first recreation program at Allis-Chalmers took the form of parties and picnics. In 1886, the first sports activity—a Rifle Club—was added. Organized activities in baseball, bowling, and basketball were added around 1900. In 1920, a committee with two management and five employee representatives was formed to direct activities. In 1942, the department of recreation was organized as a part of the Personnel Service Section. Since its inception, industrial recreation has shown a steady growth at Allis-Chalmers. Employee participation includes 9,000 of our more than 16,000 employees. We use the company's bulletin boards and newspaper to promote activities and utilize over 350 employees as activity leaders."

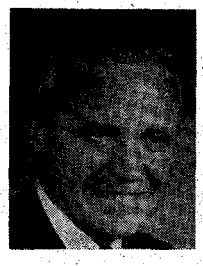
CARL KLANDRUD
Supervisor, Personnel Service Section, Allis-Chalmers Manufacturing Co., Milwaukee, Wisconsin.

"Goodyear has had planned employee recreation activities for the past 60 years. Program activities include 36 organized clubs, 5 major sports, and 3 minor sports. Active employee participation is about 50%, with special activity participation going nearly 90%. To increase participation, we work closely with groups of employees interested in new activities and make our facilities and activities just as attractive as possible."



BID EDMUND
Recreation Director, The Goodyear Tire and Rubber Company, Akron, Ohio

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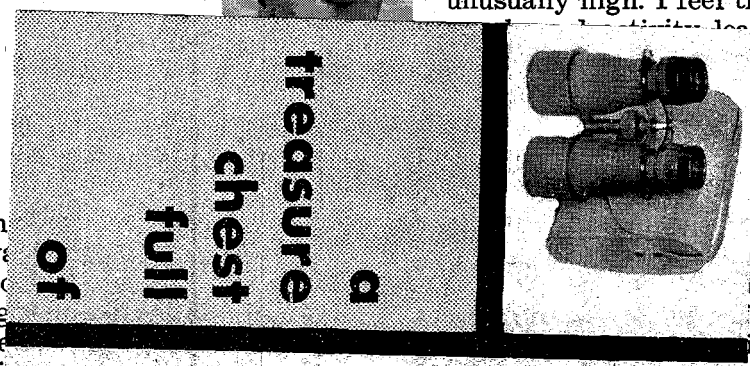
"The Kodak Park Athletic Association is 48 years old, having been organized in 1910. It has a present total membership of 19,700 employees, of which 14,800 are men and 4,900 women. Active participation runs around 35%. We increase participation primarily through personal contacts—asking others to 'join in.' We reach new employees through announcements, personal letters, and individual follow-up."

C. A. BENSON
Director of Employee Activities, Kodak Park Athletic Ass'n., Eastman Kodak Company, Rochester, N. Y.

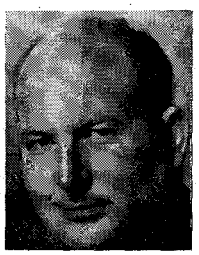


"The Lancaster Floor Plant of the Armstrong Cork Company has had employee recreation in one form or another for the past 35 years. However, prior to the 1940s, it was essentially an athletic program. Today, the program includes everything from golf to pinochle tournaments, from dances to children's parties. Employee participation runs unusually high. I feel that personal contact on the part of committee ders, plus plenty of publicity, have been re- nployee interest."

strong Cork Company, Lancaster, Pa.



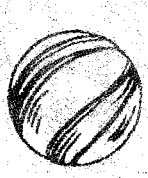




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RALPH ISACKSEN
Pitt Industries, Chicago, Ill.







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The special panel included Leo Durocher, a former baseball star and manager; Fritz Crisler, who made his name as football coach before becoming athletic director at the University of Michigan; and John J. Jordon, basketball coach presently employed at the University of Notre Dame.

The advice offered by these sportsmen—and the business interpretations—were reported rather cleverly by James Gavin, a writer for the *Chicago Tribune*. Here is a summary of the advice.

DUROCHER—When three players get together in the corner and commence to gripe instead of working for the team, trade 'em. [If employes are griping and upsetting morale send them to your competitor with a letter of recommendation.]

DUROCHER—I like a player who comes to play and win. [The best employes are those who want to work and are competitive.]

CRISLER—Good judgment comes from experience and experience comes from bad judgment. [You'll only learn from mistakes so if you survive your mistakes you'll wind up as a successful business man.]

DUROCHER—No one ever asked me how I won a ball game, but every time I lost the question was always, "How come?". [Your boss expects you to do the job because that's what you are getting paid for.]

DUROCHER—I never questioned an umpire's integrity. His eyesight yes, but never his integrity. [If you get bawled out by the boss it was an unfair decision.]



Turf Bowling - "Bocci" - Combines Sport - Skill - Recreation

Turf Bowling, destined according to enthusiasts to become one of America's outstanding games, rivalling even horseshoes and sandlot baseball, is derived from the ancient Italian game of Bocci, pronounced "bott-chee."

It is a thrilling outdoor game incorporating sport, skill, and recreation. It provides opportunities for two, four, or eight players, and may be played by young and old, men and women. All it takes is a sure eye and a steady hand.

As yet, there is no established "regulation" court, although 10 by 60 feet or so seems about average. This space is typically hard-packed earth mixed with clay and given good drainage so it may be used right after any rain. The playing field is enclosed with a low wood railing and somewhat higher ends to serve as backstops.

Eight balls are used, having an "official" diameter of 4½ inches—although 5" duckpin balls are often used as substitutes. There is in addition a smaller "Jack" ball, 2¾" in diameter. Four balls in a set are colored or otherwise marked so that the balls of each team may be distinguished.

Teams match to determine who will use plain or marked balls and for the honor of starting. Player who starts begins by tossing the Jack ball any distance he pleases toward the other end of the court.

The same player then rolls or tosses one of his larger balls as close as possible to the Jack ball.

His side then steps back and does not bowl again until the opponents have succeeded in getting one of their balls closer to the Jack ball.

If opponents get a ball closer, the first team then steps up and bowls to get a ball still closer. They may also knock opponents' balls out of the way. This continues until all eight balls have been bowled.

The winning side scores one point for each ball they have closer to the Jack ball than any opponents' ball. 12 points make a game, except that a score of 11 must be beaten by 2 points. Similarly, a team having 12 points to opponents' 11, would be beaten by a score of 14 to 12.

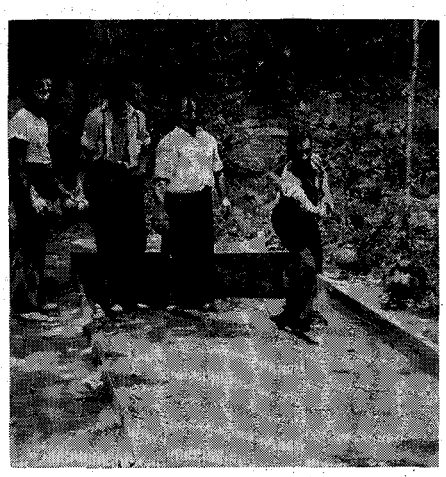
Balls may be rolled, tossed in the air underhand, or "popped." Carom shots against balls on the field or off the side rails of the court are also permitted. A foul line is marked at one end of the court, and balls must be delivered from behind this line.

A little practice generally develops considerable skill, and it is a good idea to have a yardstick or tape handy to settle any arguments about whose ball is closest.

Indoor installations can be made with a floor of carpet or hard dirt. Bare surface such as wood or concrete offers too little resistance for the balls to be played properly; so some companies have adopted the practice of using large washers instead of balls when playing on bare floor.



BOCCI CHAMPS measure a close one at Lynn General Electric Co. plant. Singles Champ, Frank Condon, left, watches while Referee Al Porzio rules on a play. Runner-up Connie Lundgren waits for favorable decision. Singles tournament culminated season's play of GE Employees Athletic Association Bocci program in which 40 teams participate.



TYPICAL BOCCI COURT is approximately 10 feet wide, from 50 to 80 feet long. Sides are 10" high. Surface is hard earth. Many courts have shallow troughs at either end to keep balls bowled too hard from returning to the playing field. Open lawn area may also be used. Game may also be played indoors on wood or concrete floor, substituting large rubber washers for balls.

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Now, you'll <u>really</u> be dressed for bowling in new "Free as a Breeze" styles by NAT NAST



Exclusive modern features plus new "Free Action" bowling ease...

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***Patented comfort-cut sleeves** give you new bowling ease!*

***Extra-long shirt-tail** stays neatly tucked in place!*

***Permanently sewn-in collar stays** can't break or pull out. Like new after 40-laundering test. These invisible stays plus Permatex finish keeps collars always looking new!*

***Disappearing button loops** pull in flat against collar when you wear it open. A true 2-way collar always neat and handsome.*

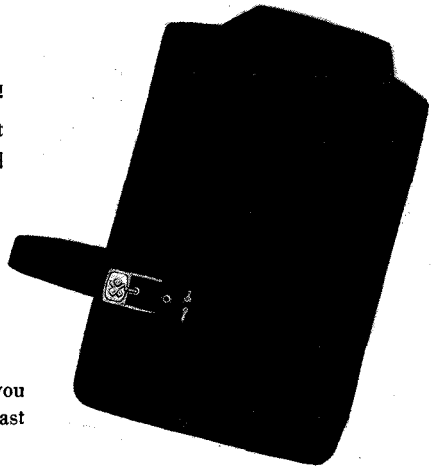
This year, you'll bowl confident of your appearance *and* your score in these distinctive shirts that put new style, color and action in your game. 5 fashion-inspired styles—33 *completely washable* colors!

Start now to *dress up-to-date for bowling* in the only shirt in step with modern fashion and completely comfortable in action . . . *the new Nat Nast!* Again sure to be America's most popular bowling shirt!



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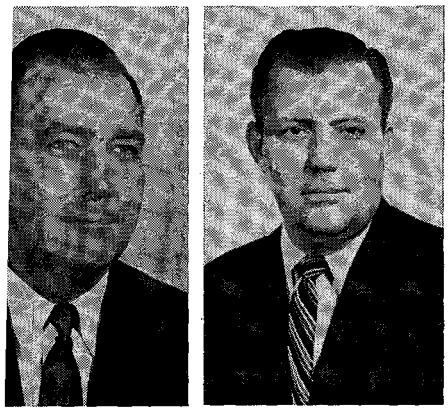
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CONFERENCE CO-CHAIRMEN, I. B. Hale (left) and T. G. Croft, both NIRA members from Convair, Fort Worth, have worked like Trojans with their fifteen committees to arrange the best possible program for the greatest enjoyment of NIRA delegates and their wives who attend the 17th International Conference.



—Ft. Worth Star Telegram Photo—

GALA 17th INTERNATIONAL INDUSTRIAL RECREATION CONFERENCE AND EXHIBIT — MAY 18, 19, 20 AND 21 AT FORT WORTH!

FORT WORTH - DALLAS INDUSTRIES COMBINE ON 4-DAY EMPLOYEE RECREATION PROGRAM

The "city where the west begins" will host 1958's only national conference on recreation for business and industry on May 18, 19, 20 and 21 at the Hotel Texas in Fort Worth.

Conference co-chairmen T. G. Croft and I. B. Hale, both of CONVAIR, Ft. Worth, and their fifteen active committees, have dusted off "Cowtown's hospitality mat" and promise the nation's employee recreation leaders and their wives one of the best national meetings in the 17-year history of the National Industrial Recreation Association.

With the solid support of Fort Worth and Dallas industry, a real Western program has been formulated for the first national meeting of industry recreation leaders in the Southwest. Some of the leading Ft. Worth-Dallas industries supporting the conference are Convair, A Division of General Dynamics Corporation, Chance Vought Aircraft, Temco Aircraft Corporation, Coca-Cola, Dr. Pepper, Falstaff Brewing Corp., and Bell Helicopter Corp.

Visiting recreation executives from every state and province in North America, and Mexico, will have an opportunity to observe the friendly spirit of Fort Worth citizenry, sample the cuisine of choice western and Mexican delicacies and visit famous southwest showplaces.

Those arriving by air will marvel at the magnitude of Amon Carter field, and those driving will stop at the Will Rogers Memorial Auditorium and Coliseum, named in memory of the great and gentle soul who called Fort Worth "his home away from home."

Early arrivals are bound to patronize the fishing, boating and swimming facilities of Ft. Worth's four inland lakes, and take a canter or two along the 5,000 acres of parkway. Seven well manicured golf courses, including the popular Colonial, will also receive a heavy play. Other delegates will make it a point to visit the nation's most modern and beautiful Art Center. Those who bring their youngsters must see the Children's Museum with its mementos of the old west.

Perhaps more famous is its philosophy that "all work and no play make any city a dull city." So Fort Worthers take time out to play. The effervescent spirit of the cowhand permeates the air. Come on and join the fun!

1958 NIRA CONFERENCE COMMITTEE

Conference Council:

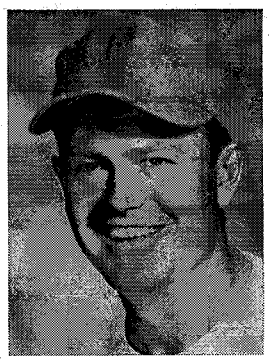
I. B. Hale, Co-Chairman
T. G. Croft, Co-Chairman
C. J. Hall, Secretary
Bill Parrish, Council Member
Ike Pemberton, Council Member
Hank Wendorf, Council Member
M. A. Stewart, Council Member

Committee Chairmen:

Budge Lee, Arrangements
Jim Budros, Program and Entertainment
John Watson
Joe Ellis
Dick Craig
Ralph Wagner
Floyd Purvis, Housing
Roy Jarl, Housing
Winnie Leonard, Ladies Activities
Mary Smith, Ladies Activities
Larry Hayes, Promotion, Publicity and Souvenirs
Sam Keith, Reception
Bruce McHarg, Registration
Bob Janes, Regional Caucuses
John Hardy, Sergeant-At-Arms
Mel Gross, Exhibit Hall
B. R. Main, Tours

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SUNDAY—2 P.M.—OPENING SESSION



Darrell Royal

Darrell Royal, head football coach of the University of Texas, will be the opening keynote speaker. The 33-year old football tactician who won All-American honors as Oklahoma's great quarterback in 1949, is a member of Wilson Sporting Goods advisory staff, and will speak on "The Values of Competitive Athletics." NIRA president Ken Klingler, co-chairmen T. G. Croft and I. B. Hale and Ft. Worth dignitaries will lead the official welcoming festivities.

MONDAY—NIRA LUNCHEON



August C. Esenwein

August C. Esenwein, vice-president and manager of Convair-Fort Worth, a Division of General Dynamics, luncheon speaker. Title: "Advancing With The Times." During the War, he served with the AAF Air Material Command, attaining the rank of Lt. Col. Later he helped form Aviation Maintenance Corp. at Van Nuys, Cal., and served as VP and General Manager until 1949. Esenwein came to Convair in September, 1950. For the past 6 years he has been Division Manager, elected VP in 1953.

MONDAY—8 P.M.—GENERAL SESSION



Martin Hughes

Martin Hughes of Chicago, nationally known humorous speaker, will entertain members and guests at the NIRA General Session on Monday night. Mr. Hughes, whose originality and flair for story telling have won him guest appearances on all major networks, is recognized as one of the top ranking humorists on the American platform today. Truly one of our most amazing after-dinner speakers, Martin Hughes is a humorist with a big surprise for delegates and their wives who will enjoy the program.

TUESDAY—2 P.M.—GOLF CLINIC



Byron Nelson

Lord Byron "Mr. Golf" Nelson, who ran out of competition after winning 11 consecutive tournaments in 1945, will conduct a golf clinic and demonstration for delegates that will provide many a pointer for "pro" and amateur alike. Still a fabulous figure in golf, Nelson is constantly in demand for exhibitions and advice as a member of MacGregor's advisory and technical staff. He has also succeeded Bobby Jones as "host" player at the Masters—he has brought in six winners, besides winning it twice.

TUESDAY—8 P.M.—FRONTIER PARTY



Homer and Jethro

Homer and Jethro, America's fa vorite country comics, will emce the Nights in the Old West Fron tier Party to be held after th Chuck Wagon and Rodeo a Convair's recreation area. During their varied career, they played the Chicago Theater in Chicag and were asked to appear as guests on the WLS National Barn Dance in 1948. As Homer puts it: "We were told they'd let us know if they wanted us to stay. Nobody let us know, so we're still here." Twenty-five years in show business and going strong!

WEDNESDAY—NIRA LUNCHEON



Dr. Shane MacCarthy

Dr. Shane MacCarthy, Director of the President's Council on Youth Fitness, speaks at the NIRA luncheon on: "Youth Fitness, A Challenge to Industry." A native of Ireland, MacCarthy has held many responsible posts in federal agencies. He has been national fitness chief since his appointment in September, 1956. He brings to his job a firm conviction that fitness is an essential of good living in a modern society. "Recreation must be recognized as an integral part of life if we are to attain proper individual fitness."

WEDNESDAY—2 P.M.—BUSINESS MEETING



NIRA 1957-8 Board of Directors and Editorial Board of Recreation Management will have some new faces after the election of officers and Board members at the business meeting to be held at 2 P.M. on Wednesday. President, four vice-presidents, and eight new Board members will be elected.

WEDNESDAY—7 P.M.—BANQUET



GRAND FINALE of the 17th International Conference will be the banquet Wednesday evening. This scene, part of the crowd last year at the Hotel Sherman, Chicago, is an example of the "big doings" scheduled for Fort Worth. The floor show of name acts will be sponsored by the Nat'l. Assn. of Amusement Parks, Pools and Beaches.

SIXTY COMMERCIAL EXHIBITS DISPLAY WARES-SERVICES AT CONFERENCE

Mike Close, MacGregor Co., Cincinnati, chairman of the NIRA Exhibitors' Committee, elected at the Chicago conference, will head up an impressive array of over sixty exhibits of products and services of interest to employee recreation directors.

To allow delegates ample time to visit each exhibit, 12 full hours of conference time has been scheduled in addition to specialty demonstrations and social events.

EXHIBITS SCHEDULE

SUN., MAY 18
12:00 to 2:00 p.m.
3:00 to 4:00 p.m.
5:30 to 6:00 p.m.

MON., MAY 19
8:00 to 9:00 a.m.
10:30 to 11:30 a.m.
2:00 to 3:00 p.m.
4:30 to 5:30 p.m.
7:00 to 8:00 p.m.

TUE., MAY 20
8:00 to 9:00 a.m.
10:30 to 11:30 a.m.

WED., MAY 21
8:00 to 9:00 a.m.
10:30 to 11:30 a.m.

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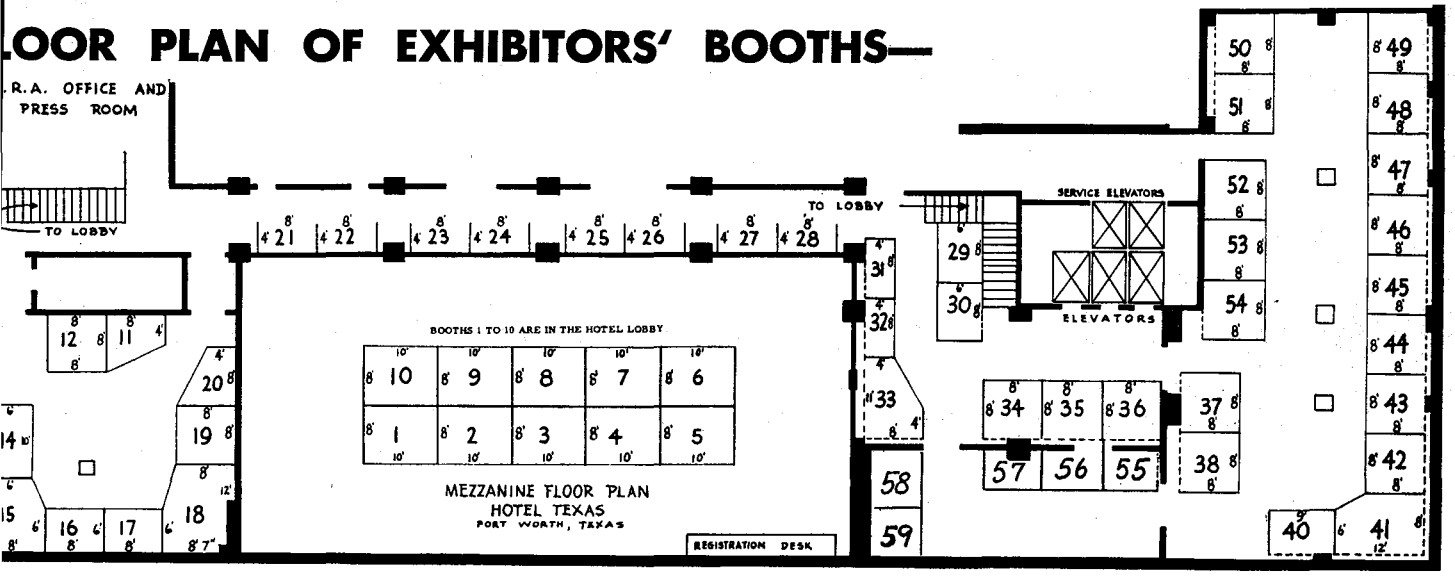
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FLOOR PLAN OF EXHIBITORS' BOOTHS—



NIRA CONFE



NIRA's First Lady, Lucille, and husband Ken Klingler, President, look forward with anticipation to greeting delegates at Fort Worth. The Conference will open officially at noon Sunday, May 18, with the exhibit hall opening ceremonies conducted by president Klingler. The first general session will follow at 2:00 p.m.

SUNDAY, MAY 18

The 17th international industrial recreation conference and exhibit will open officially at noon Sunday, May 18, with the exhibit hall opening ceremonies conducted by NIRA President Ken Klingler.

The first of four general sessions will follow at 2:00 p.m. Official welcoming talks will be given by President Klingler, conference co-chairmen, T. G. Croft and I. B. Hale, and Fort Worth dignitaries. Darrell Royal, famous head coach at the University of Texas, will keynote the Conference Challenge.

From 3:00 to 4:00 p.m. delegates will have an opportunity to visit the sixty exhibits on the lobby and mezzanine floors and have their lucky cards stamped for future door prize drawings.

At 4:00 p.m. delegates will launch into twenty round table problem seminars to be held during the four-day meeting. Heading the list will be the *Organization and Operation of Employee Recreation Associations* under chairmanship of Charles Cunningham, Coordinator Employee Activities, U. S. Dept. of Agriculture, Washington, D. C.

Other topics up for discussion Sunday will be *Administrative Aids,* under chairmanship of Charles Haggerty, Supervisor Recreation Unit, Ford Motor Co., Dearborn, Mich.; *Paid and Voluntary Leaders* chaired by Mel Byers, Employee Services Supervisor, Owen-Illinois, Toledo, Ohio and *Activities for Women Employees* under the leadership of Rollin Burns, Chief, Employee Services, National Security Agency, Fort George G. Meade, Md.

Financing and Budgeting for the Recreation Program Chairman A. Murray Dick, Director of Recreation, Dominion Foundries & Steel, Ltd., Hamilton, Ont.

Opening day sessions will wind up with the always popular evening reception for delegates, wives and exhibitors at the Hotel Texas. Host for this year's welcoming party is the Fort Worth Division of Convair, A Division of General Dynamics Corporation.

MONDAY, MAY 19

Activities get off to an early start Monday at 7:00 a.m. The Consolidated Electrodynamics Corporation, in recognition of the support and cooperation afforded Ken Klingler as national president during the year, will entertain all those who signed a new member at the now famous *Champagne Breakfast,* started last year by Thompson Products, Inc. The breakfast will be preceded by a wake-up splash party in the Hilton hotel pool.

Following a tour of the exhibit area Monday morning discussion groups will tackle the following problems at 9:00 a.m. under the respective chairmen:

Handling Company Drives and Special Events. Chairman Oskar Frowein, Recreation Director, Republic Aviation Corp, Farmingdale, N. Y.

Music in Your Program. Chairman Bert Granville, Recreation Director, McDonnell Aircraft Corp., St. Louis, Mo.

NIRA Travel Council. Chairman Ben M. Kozman, Activities Manager, Thompson Products, Inc., Cleveland, Ohio. This will be the second meeting of the council. Directors with successful travel programs are invited to sit in and help NIRA Associate and Affiliate members in the travel business draft a basic travel manual for use of NIRA member companies.

Welcome Luncheon

From 10:30 a.m. until noon delegates will have a chance to complete their prize cards with exhibitor signatures previous to the first drawing at the NIRA luncheon and second general session featuring an address by A. C. Esenwein, Vice President and General Manager of the Ft. Worth division of Convair. The famous aviation leader will speak on, *"Advancing with the Times."*

The third set of problem areas to be covered starts at 3:00 p.m. following an hour in the exhibit hall. Subjects for discussion and their chairmen are:

Company Picnics at Amusement Parks. Chairman John Bowman, Exec. Secy., NAAPP & B, Chicago, Ill.

Christmas Parties for Employees' Children. Chairman W. H. Edmund, Director of Recreation, Goodyear Tire & Rubber Co., Akron, Ohio

The Small Company Recreation Program. Chairman Wm. J. Krienitz, Mgr., Employee Services, Victor Adding Machine Co., Chicago, Ill.

A special *Demonstration Class in Handicrafts* will also be conducted by the Tandy Leather Co.

The afternoon program closes with an hour of exhibits. Following an open dinner period the exhibits re-open at 7:00 p.m. to be followed at 8:00 by the third general session featuring the sensational humorist, Martin Hughes.

CE PROGRAM

Caucuses will be held from 9:00 p.m. 'til midnight with eight regional meetings scheduled under the supervision of Robert F. Janes, Business Manager of the Chance Vought Club, Dallas, Texas.

This marks the first year for the holding of regional caucuses. It will afford delegates from each region an opportunity to meet and talk over their candidates for director as well as those for president and vice-president. Candidates will be available in their headquarters for appearances before any caucus wishing an interview.

TUESDAY, MAY 21

Western attire is the "uniform of the day." First event is a breakfast for NIRA Associate members at 7:00 a.m. An exhibit chairman for the 1960 Detroit conference will be elected. A report on the 1959 exhibit facilities of the Bellevue Stratford hotel in Philadelphia will be given by Jim Waldron of Waldron Jewelers of that city, acting as the 1959 exhibit chairman.

The fourth set of round table seminars will get underway at 9:00 a.m. Topics and chairmen are:

Operation of Employee Parks, Pools and Centers. Chairman Hewitt Gomez, Director, Ethyl Recreation Association, Baton Rouge, La.

Vending Trends in Industry. Chairman William Ziegenfus, Recreation Director, Sun Oil Co., Marcus Hook, Va.

Employee Recreation Predictions for the Future. Chairman Clayton Benson, Employee Activities Director, Eastman Kodak Co., Rochester, N. Y.

Pistol and Rifle Shooting Programs. Chairman Frank Daniel, Secretary, National Rifle Assn. of American, Washington, D. C.

Following an hour in the exhibit hall, delegates and exhibitors alike will board buses, courtesy of the Coca-Cola Company, for the trip to Ridglea Country Club. Attired in full western regalia the conference committee will preside at a real *Texas buffet luncheon.*

Heading the *sports demonstrations* following lunch will be none other than Byron Nelson, "Mr. Golf" who will present a *special clinic.*

At 3:00 p.m. all hands will have their choice of "western locomotion" from the country club to the Convair recreation area. Stage coaches, saddle horses, burros and Brahma bulls will be ready and waiting for all comers.

At CRA delegates and exhibitors will tour the area and see employee recreation groups in action in what is one of the finest industrial recreation centers in the nation.

Chuck Wagon Dinner & Rodeo

At 6:00 p.m. the triangle will sound the call to chow and the famous "COBURN CHUCK WAGON" will roll in front and center. Immediately following a full scale rodeo will be staged in the CRA arena with riding, bull-dogging, roping, girl barrel racing and bareback riding.

At 9:00 p.m. the fiddles will signal a good old western hoedown and Frontier Party in the CRA club house. On hand to emcee the evening's high jinks will be those kings of corn, Homer and Jethro, famous RCA and WLS champs of country music.

WEDNESDAY, MAY 21

Wednesday the fifth group of round tables will wind up the conference problem areas. Meetings and their chairmen are:

Techniques of Good Communications. Chairman John H. Leslie, Recreation Director, Minnesota Mining & Mfg. Co., St. Paul, Minn.

Sports Clinic. Chairman R. F. Nead, Personnel Director, MacGregor Sports Products Inc., Cincinnati, Ohio

Pet Ideas. Chairman Dean Moneymaker, Recreation Director, International Shoe Company, St. Louis, Mo.

The closing hour for visiting exhibits will run from 10:30 to 11:30 p.m. Delegates won't want to miss the director of the President's Council for Youth Fitness, Dr. Shane MacCarthy, who will speak on "Youth Fitness, A Challenge for Industry" at the NIRA luncheon.

Following the luncheon the NIRA business meeting and election of officers will set the stage for the grand finale, the famous NIRA Inaugural Banquet and Floor Show.

This year's floor show under the auspices of the National Association of Amusement Parks, Pools and Beaches, will follow dinner-dancing and introduction of the new president and board of directors.



SPECIAL PROGRAM FOR WIVES

Under the co-chairmanship of Convair's Winnie Leonard and Mary Smith, the NIRA and Convair Recreation Association program for delegates' and exhibitors' wives opens with a flourish Sunday evening at the big Convair welcome reception.

Monday it's country style breakfast and a morning for shopping. The NIRA luncheon is optional. In the afternoon, there is a tea and book review at the Fort Worth Club.

Monday evening wives will be guests of NIRA to hear the celebrated humorist, Martin Hughes.

Tuesday breakfast is at the Hilton hotel pool with a water, sports and fashion show. At noon it's cowgirl, squaw or fiesta dresses to join their husbands in western attire for the luncheon and sports demonstration featuring "Mr. Golf", Byron Nelson, at the Ridglea CC. Then to the Convair recreation center for the activities tour, Chuck Wagon Dinner, Rodeo and "Night in the Old West" Frontier party. Plenty of square and round dancing.

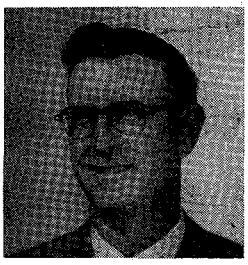
Wednesday's "coup de maitre" is a shopping tour in Dallas culminating in a style show at Nieman-Marcus, one of the nation's foremost fashion centers.

In the afternoon many will want to attend the annual election and in the evening is the grand finale, the gala Inauguration Banquet and Floor Show.

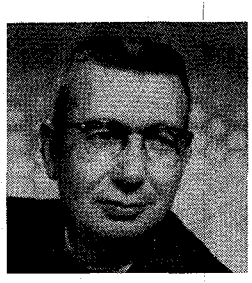
NIRA STATE LEAD CONFERE

Furthering the national growth and development of employee recreation, the NIRA president and his board annually appoint outstanding state industrial recreation leaders to serve as state chairmen.

In addition to assisting companies in their states to start employee recreation programs, these state chairmen vie to see who can get the highest percentage of members from



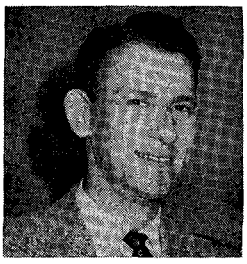
ALABAMA
W. O. Kent
West Point Mfg. Co.
Shawmut



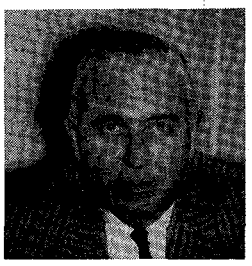
CALIFORNIA
Newton E. West
Helms Bakeries
Los Angeles



COLORADO
Lloyd A. Smith
Gates Rubber Co.
Denver



INDIANA
Alfred Obergfell
Vonnegut Hardware Co.
Indianapolis



IOWA
Lloyd L. McKinnon
Lennox Industries, Inc.
Marshalltown



LOUISIANA
Hewitt Gomez
Ethyl Corporation
Baton Rouge



MONTANA
John Good
Anaconda Co.
Butte



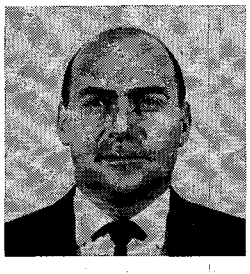
NEW JERSEY
S. W. Miller
Riegel Community Foundation
Milford



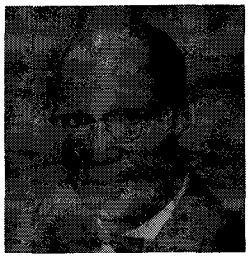
NEW YORK
Raymond Walsh
Eastman Kodak Co.
Rochester



TENNESSEE
Robert D. Delius
Tenn. Eastman Co.
Kingsport



TEXAS
John Souther
Mason & Hanger, Silas Mason Co.
Amarillo



VIRGINIA
Rollin Burns
National Security Agcy.
Arlington

CHAIRMEN DELEGATIONS

their state to attend the national conference. At the regional caucuses and annual election of officers they are the spokesmen for their respective states.

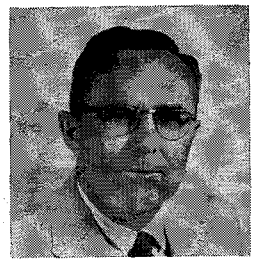
Chairmen heading up state delegations to Fort Worth this year are shown below. Chairmen in the states not shown failed to send in their photos by press time.



DELAWARE
W. R. Kelk
E. I. duPont de Nemours & Co.
Wilmington



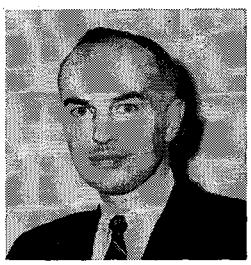
FLORIDA
Summers Jarrett
The Chemstrand Corp.
Pensacola



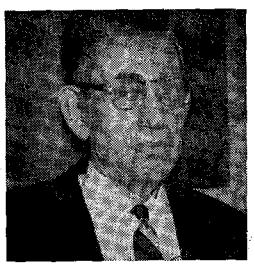
GEORGIA
Robert A. Turner
West Point Mfg. Co.
West Point



MICHIGAN
Thos. C. Kanary, Jr.
The Dow Chemical Co.
Midland



MINNESOTA
Warren Wallgren
Theo. Hamm Brewing Co.
St. Paul



MISSOURI
Dean Moneymaker
International Shoe Co.
St. Louis



OHIO
Earl Schreiber
Timken Roller Bearing Co.
Canton



PENNSYLVANIA
S. W. Rubenstein
Philadelphia Elec. Co.
Philadelphia



SOUTH CAROLINA
W. M. Wilbanks
Riegel Textile Corp.
Ware Shoals



WEST VIRGINIA
E. J. Kaiser
International Nickel Co.
Huntington



WISCONSIN
Walter P. Sprangers
Allen-Bradley Co.
Milwaukee



CANADA
A. Murray Dick
Dominion Foundries & Steel, Ltd.
Hamilton, Ont.

ANNUAL ELECTION OF NIRA OFFICERS SET FOR WEDNESDAY, 3:00 P.M.

NIRA highlight of the conference is the annual election of officers which will be held Wednesday afternoon in the Hotel Texas ballroom. This year's election will be the third under the revised regional representation plan inaugurated at the New York conference in 1956.

Eight Directors to be Elected

To fill the vacancies left by the outgoing directors, the first order of business will be the election of eight new directors, one from each region, for a two year term. They must be nominated by a voting delegate from their region, and are elected by popular vote of the entire voting delegation. All candidates must be present to be eligible. All voting members in good standing are eligible to run with the exception of the following eight directors elected last year in Chicago, who hold office for another year. They are:

Region I—Ken Klingler, Consolidated Electrodynamics Corp., Rochester, N. Y.

Region II—Martha L. Daniell, Nationwide Ins. Co., Columbus, Ohio

Region III—Walter Dowswell, Motorola, Inc., Chicago, Ill.

Region IV—G. M. Matlack, Aro, Inc., Tullahoma, Tenn.

Region V—Herb Ferguson, The Falk Corporation, Milwaukee, Wis.

Region VI—Robert F. Janes, Chance Vought Aircraft, Dallas, Texas

Region VII—Charles G. Boyle, Northrop Aircraft, Inc., Hawthorne, Calif.

Region VIII—Wm. I. La Bute, Automatic Canteen of Canada Employees Association, Scarborough, Ontario

National President

Under the Bylaws, following election of the eight new directors, a total of twenty-three men are eligible to run for the coveted office of president. This includes the seven retiring directors, the eight holdover directors and the eight newly elected directors. A majority of the votes cast is sufficient for election. The office of president is confined to one term.

Four Vice Presidents

Following the election of the president, four vice-presidents are elected from the slate of hold-over directors plus the newly elected directors, a total of 16 candidates. Of those nominated, the four candidates with the highest number of votes are elected for a one year term.

Appointed Offices

Two offices on the board—Treasurer and Director of Research—are filled annually by the appointment of the president. The appointments are subject to the approval of the board of directors.

Committee Chairmen

Chairman of this year's Nominating Committee is immediate past president, Ben Kozman, Thompson Products, Inc., Cleveland, Ohio. His committee consists of past presidents C. A. Benson, Eastman Kodak Company, Rochester, N. Y., A. H. Spinner, Armstrong Cork Company, Lancaster, Pa., Carl Klandrud, Allis-Chalmers Mfg. Co., Milwaukee, Wis., William T. Prichard, General Motors Corp., Detroit, Mich., Ralph Isacksen, J. P. Seeburg, A Div. of Fort Pitt Industries, Inc., Chicago, Ill., and W. H. Edmund, Goodyear Tire and Rubber Co., Akron, Ohio.



The seven directors shown above were elected in 1956 and will be completing two years of service on the board at Ft. Worth. They are left to right:
Seated, Vern F. Peak, Kaiser Steel Corp., Fontana, Calif., Joseph J. Riley, Jr., Associated Spring Corp., Bristol, Conn. and Ralph Carter, Georgia Lockheed Aircraft Corp., Marietta, Ga.
Standing, Wm. C. F. Ziegenfus, Sun Oil Company, Marcus Hook, Pa., Verne Vaught, Continental Steel Corp., Kokomo, Ind., T. G. Croft, Convair, Ft. Worth, Texas and John H. Leslie, Minnesota Mining & Manufacturing Co., St. Paul, Minn.

Harold Kerst, Union Carbide Chemicals Co., Texas City, Texas is chairman of the Election Committee. Assisting him at the polls will be eight regional representatives. Bid Edmund, Goodyear Tire and Rubber Co. has been named official parliamentarian by president Klingler.

"Well done, Ken!"

KLINGLER AMASSES AMAZING RECORD AS 1957-8 N.I.R.A NAT'L. PRESIDENT

Ken Klingler, assistant personnel director and recreation coordinator of Consolidated Electrodynamics Corp., Rochester, N. Y. with 300 employees, was elected to NIRA's highest post in June 1957 at Chicago.

Twenty-four hours after his election things began to happen. . . . . RECREATION MANAGEMENT was launched in one of the most significant changes in the Association's services in the last ten years. A successful one-day workshop was sponsored for the first time in Canada. His speeches at the Milwaukee County Industrial Recreation Council, the Detroit and Philadelphia one-day workshops let his audiences know that here was a real champion of employee recreation and NIRA.

January found him in Chicago helping to foster NIRA's first Travel Council. In February he won the hearts of west coast members with a great showing at the Fresno conference. He has tirelessly advanced our membership goals with a nationwide drive and under his leadership one of our finest national conferences has been put together.

When Ken turns over the gavel at the Inaugural banquet in Fort Worth, a grateful membership will say, "Well done!"

AVOID the "Middle-Man" Tour Operator

AVOID Having Your Tour Tossed Around by "Sub-Contracting"



WE (and Only WE) HANDLE YOUR TOUR FROM BEGINNING TO END

Deal with a man who knows your problems (Six years Personnel-Trng Exp)

JIM LYNCH

Master's Degree, Psychological & Community Services
Doctorate, Human Relations

No other person you will have talked to has the record experience *personally* organizing, promoting & conducting group tours

(16 to Europe; 4 to Caribbean; 2 to So. America; 2 Around-World)

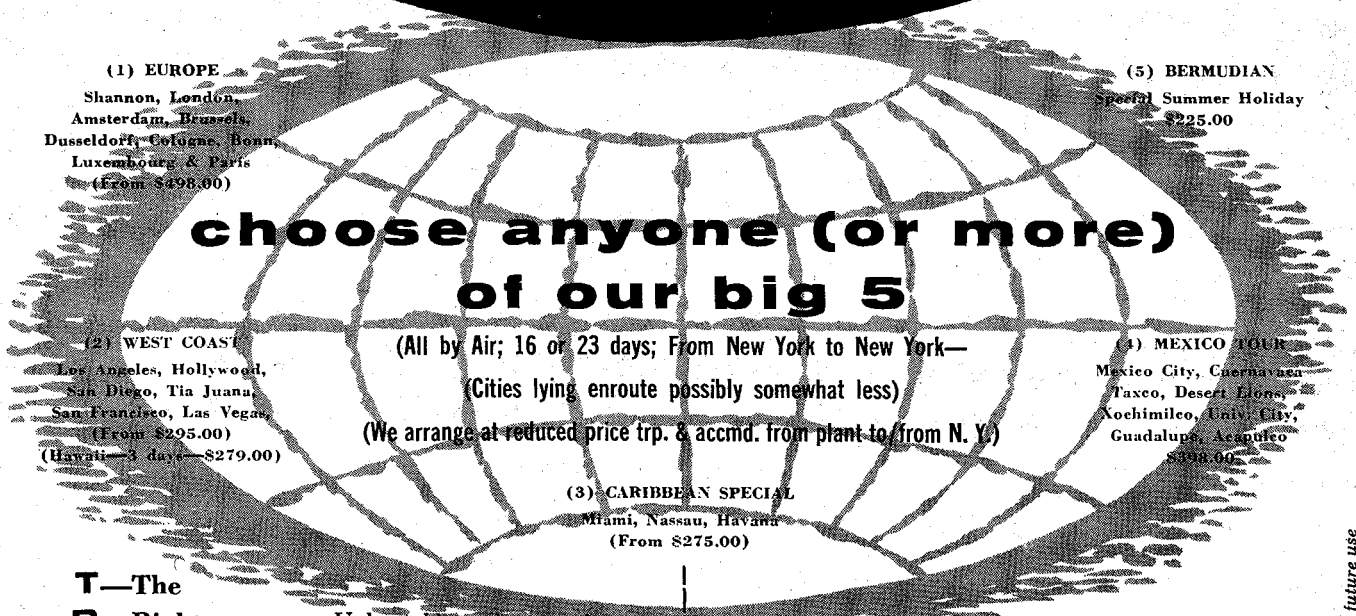
Personal-Personel handling limits us to dozen tours per year. Commission us *now* to handle *your* tour

Not too late—for '58; just in time—for '59

Be sure your group will materialize: Once knowing your plant/organizational set-up WE PROVIDE *Sure-Fire* folders, bulletin-board cards, Organize & Operate "Travel Rallies" with movies, refreshments, speakers, door prizes —AND—*PART TIME SALES & CLERICAL HELP* (ABSOLUTELY NO CHARGE OR RESPONSIBILITY TO YOU)

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7th year specializing group tours exclusively



(1) EUROPE
Shannon, London, Amsterdam, Brussels, Dusseldorf, Cologne, Bonn, Luxembourg & Paris
(From $498.00)

(5) BERMUDIAN
Special Summer Holiday
$225.00

choose anyone (or more) of our big 5

(All by Air; 16 or 23 days; From New York to New York—
(Cities lying enroute possibly somewhat less)
(We arrange at reduced price trp. & accmd. from plant to/from N. Y.)

(2) WEST COAST
Los Angeles, Hollywood, San Diego, Tia Juana, San Francisco, Las Vegas,
(From $295.00)
(Hawaii—3 days—$279.00)

(4) MEXICO TOUR
Mexico City, Cuernavaca Taxco, Desert Lions, Xochimilco, Univ. City, Guadalupe, Acapulco
$398.00

(3) CARIBBEAN SPECIAL
Miami, Nassau, Havana
(From $275.00)

T—The
R—Right
A—Answer
V—Vacation
E—Employees
L—Like

Unbeatable prices-services; One-day; Weekend; Mid-Week—Baseball, Theatre Parties

see **JIM LYNCH** booth 16

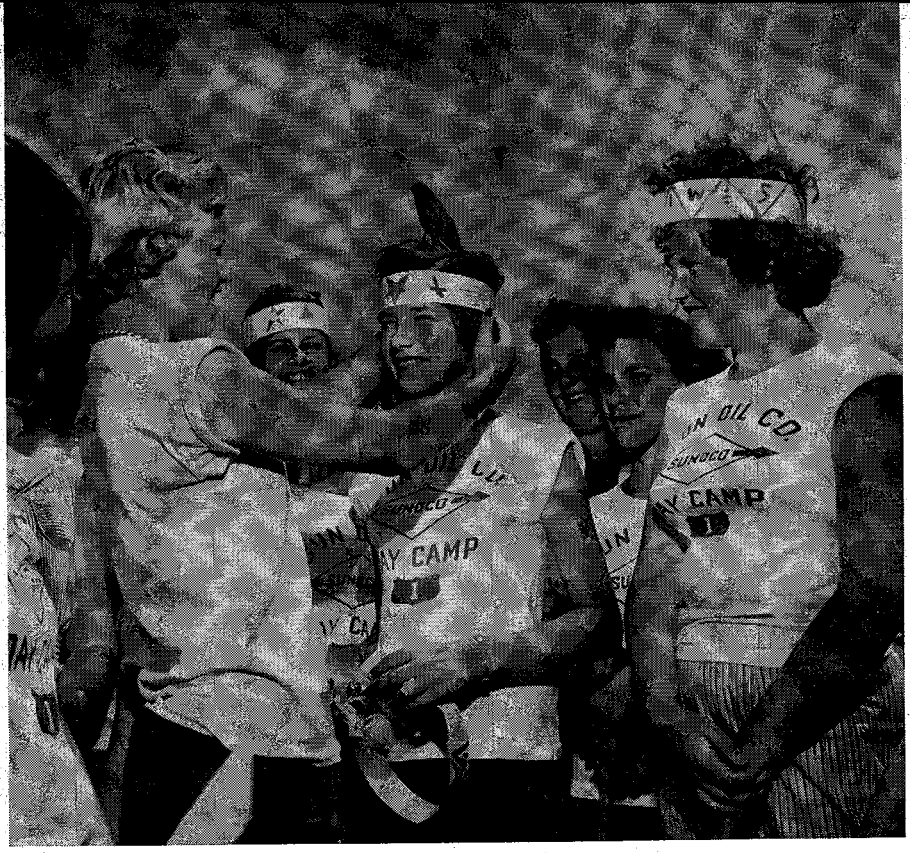
N.I.R.A. Conference, Ft. Worth, May 18-21

(For 1958 Tours—Phone/Wire COLLECT)

tear out and save for future use

WORLD EDUCATIONAL TRAVEL, 27 Gerry Rd, Brookline, Mass. • (HOmestead 9-0097)

Day Camp



SUN OIL COMPANY'S 10-week Day Camp attracts some 2,000 children between six and fourteen years old in the five two-week periods in July and August. These youngsters study Indian lore, make headbands in preparation for Parents Night.



FREE BUSSES pick up children and take them home in the afternoon. Counselors ride with children in each bus.



FLAG RAISING CEREMONY starts each day at 9:30 A.M. Children are given T-shirts which identify camp.



BASKETS FOR COUNSELORS hold materials for the day's activities, which include games and crafts for indoors or outdoors.



OUTSTANDING CAMPERS receive awards from Refinery Manager C. Calvin Naylor at final Parents Night at end of camp session.

Sun Oil Company's 10-week Day Camp program has attracted nation wide attention as an outstanding example of a modern employee relations recreation program. Some 2000 children between six and fourteen years of age take part in five two-week camp periods held in July and August.

Last summer, the Marcus Hook Pennsylvania, refinery of Sun Oil Co replaced their company picnic with a free day camp for employees' children. They found that the day camp program offered more for both children and parents than the customary picnic.

In addition, it gave management a new avenue toward better employee relations.

Employees Back Program

The Sun Employees Athletic Association and the Sunoco Recreation Association spearhead employee participation in the Day Camp program.

Wm. C. F. Ziegenfus, recreation director at the Marcus Hook Refinery says: "This program was studied and evaluated for almost one year by the A. A. and Sunoco Recreation officers."

Typical of the many words of praise about the Day Camp was a letter from a parent:

"Tonight's Indian Pageant (Parents Night) was a fitting climax to a well-organized, completely enjoyable two weeks.

"My daughter returned each day bubbling over with enthusiasm, and that in itself is a compliment to your work because believe me, girls of ten are not easily pleased.

"From the first day I put her on the bus with confidence, knowing she was so well supervised."

Another parent wrote:

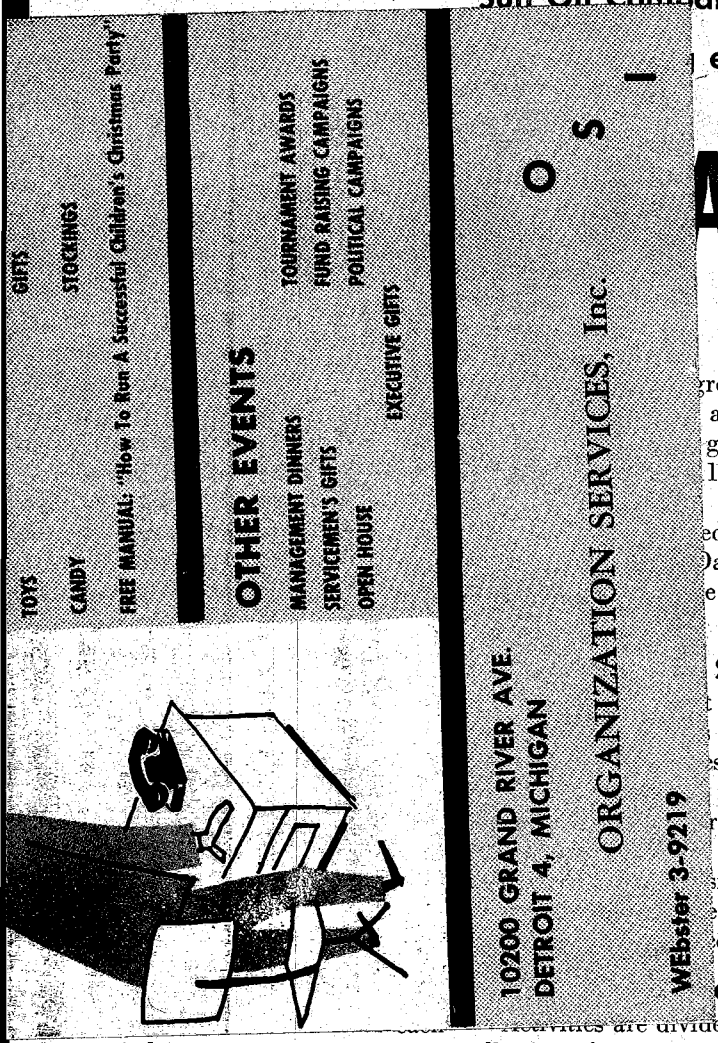
"We feel that it was an unusual opportunity for her to enjoy healthful, delightful outdoor activity, socializing with other children and adults who were total strangers, and yet know that the care and supervision was only the best, from the prompt bus service to the end of each day's activities."

An added postscript to the letter was from the six-and-one-half-year-old child whose comment was: "Tell them it was wonderful. I sure miss Aunt Emily."

Sun Oil Company free Day Camp for employees' children

employee relations recreation program.

Annual Picnic?



designed specifi-
roup, the children
arrival into five
girls 6-7-8; boys
1; boys 12-13-14;

ed T-shirts, which
)ay Camp in the
e as souvenirs for

Shine

recreation facili-
of this project.
s and developed
including swim-
rts and ball fields,
the program. In
ions requiring an
more than 2,000
e available.

ogram

camp period, parents in a particular geographic area are mailed a letter of instructions for their children, including a map of the free bus routes, and a participation form for their signature.

Children spend six and a half hours a day at the camp during the two weeks. Camp hours are from 9:30 a.m. to 3:45 p.m. Monday through Friday.

Activities are divided by age groups, allowing for story-telling, bean bag games and scavenger hunts for the smaller children, with softball, tennis, baseball and other sports for the older boys and girls.

Other activities include tumbling and stunts, nature studies, hiking, swimming, square dancing, junior olympics, organized singing, archery, and amateur shows.

Each child is also given a chance to enroll in a camp club such as photography, dancing, first aid, astronomy, checkers, or dramatics.

Activities are scheduled for four periods a day, two before and two after lunch (children bring their own lunch and the company provides beverages).

Professional Staff

Success of this type of program depends very greatly upon the caliber of the counselors. Sun secures the best available—college physical education instructors who have camping experience, and college seniors majoring in physical education.

Counselors receive specific training in their duties, including a detailed manual of instructions and procedures.

Parents Participate

Parents participate by attending a Parents Night celebration at the close of each two-week camp period, at which time awards are presented the Outstanding Campers and all children receive a certificate of attendance.

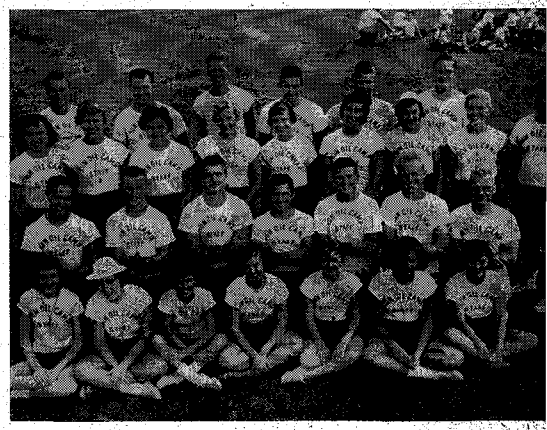
Sun Oil's experience indicates that this is a method of reaching all employees' families that may be an improvement on the traditional one-shot company picnic.



GAMES AND INSTRUCTION in both team and individual sports provide rewarding experiences for the youngsters. They have wide choice of sports.



NATURE STUDY: Counselor tells youngsters about turtle found in the woods at Day Camp. On hikes, youngsters learn to identify animals and trees.



SUN OIL DAY CAMP COUNSELORS gather before day's work starts. Youngsters call counselors "aunt" or "uncle." Staff members are all professionals.

Ford Co. Green Thumbers Hold In-Plant Display In Fall Flower Festival

Ford Motor Company, Aircraft Engine Division, Chicago, has seen the growth of another grass-roots employee recreation activity—the Green Thumbers Garden and Flower Club.

It started over a cup of coffee. Several home owners were discussing their gardening and landscaping problems. They thought it would be nice to have a club of their own at which they could exchange ideas.

The company Recreation Department helped them organize. Company bulletin boards and newspaper stories invited anyone interested in gardening to meet in the Recreation Center.

By the second meeting, 25 eager gardeners had set up an organization, complete with officers, rules, and an application for entry into the Employee Recreation Association.

Club members' interests ranged from beans to begonias. One was a lawn and flower expert; another belonged to the Community Dahlia Society. One man was an expert in soils and fertilizers; one lady and her husband had a large vegetable garden.

Besides exchanging ideas on how to grow things, club members traded precious prize seeds and plants. They held demonstrations on how to plant and care for various types of flowers.

Even though most meetings were held indoors, members saw to it that soil was available in pots or tubs for the demonstrations, so that everyone could participate in plantings.

On one of the club excursions to a local flower show, they decided to hold a flower show of their own.

Tables were set up in the corridor by the main cafeteria, with space for flowers and vegetables in many classifications. A committee was appointed to screen entries. Judges were selected to award ribbons. A "show committee" of volunteers set up the displays, had programs printed, and manned the display during the show.

At least 5,000 employees viewed the 1957 "Fall Flower Festival" during the two-day period.



Employees in Ford Motor Company's Aircraft Engine Division, Chicago held their 1957 "Fall Flower Festival" in the corridor in front of the main cafeteria. Judges study entries to select award winners, vegetables or flowers.



Green Thumbers Garden and Flowe Club members compare notes at th flower show. At least 5,000 employee viewed the show over a two-day perio Ford employees feel that "people wh recreate together work well together.

Relax! Keep fit! Have fun!

It Pays to Play

NSGA

IT PAYS TO PLAY

AND WHEN YOU PLAY, PATRONIZE THE SPORTING GOODS STORE THAT DISPLAYS THIS SIGN

He's the man who is vitally interested in helping you get more fun, more enjoyment, out of all Sports and Recreation.

He's also the man who constantly works through his National Association (the National Sporting Goods Association) to provide better conditions so that you can enjoy your sport even more.

NATIONAL SPORTING GOODS ASSOCIATION

716 N. RUSH STREET CHICAGO 11, ILLINOIS

For Golf Practice Cages

"ASK PACKER"

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GO BIG LEAGUE . . .
GO MACGREGOR

When you use MacGregor athletic equipment you're going *Big League* all the way. MacGregor has been "The Choice Of Those Who Play The Game" since 1875.

TENNIS

Custom-fashioned MacGregor Tennis Rackets provide the performance and long life that you expect of the champion in sports equipment. Eleven distinctive models. USLTA-approved tennis balls.





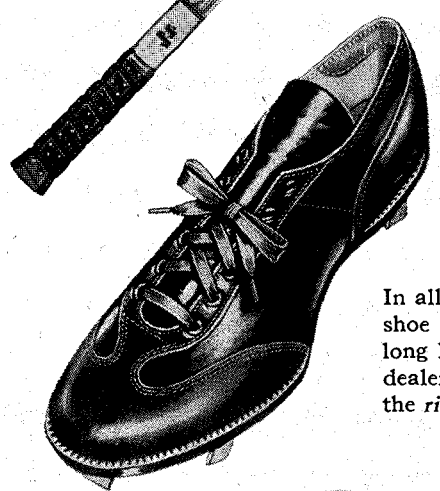
BASEBALLS and SOFTBALLS

There's a MacGregor ball to fill your needs—13 baseballs and 15 softballs to choose from. MacGregor has the ball in the range to fit your program.



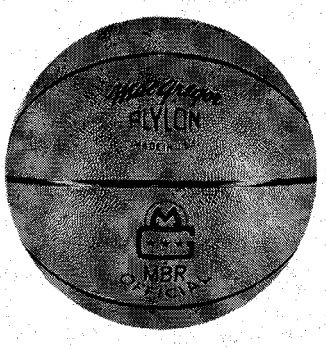
GOLF

Backed by more tournament wins — national, regional and local, MacGregor is the world's most wanted golf equipment . . . truly "The Greatest Name In Golf." For woods, irons, balls or bags select MacGregor.



BASEBALL SHOES

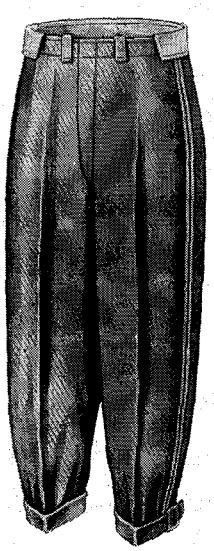
In all baseball or softball there's no finer shoe than MacGregor . . . for comfort, long life and smart appearance. See your dealer's entire MacGregor line to select the *right* shoes for your teams.



PLYLON RUBBER COVERED INFLATED BALLS

Rugged MacGregor rubber covered basketballs, volleyballs, and soccer balls, are "big league" in every way. Easier to maintain and longer lasting.





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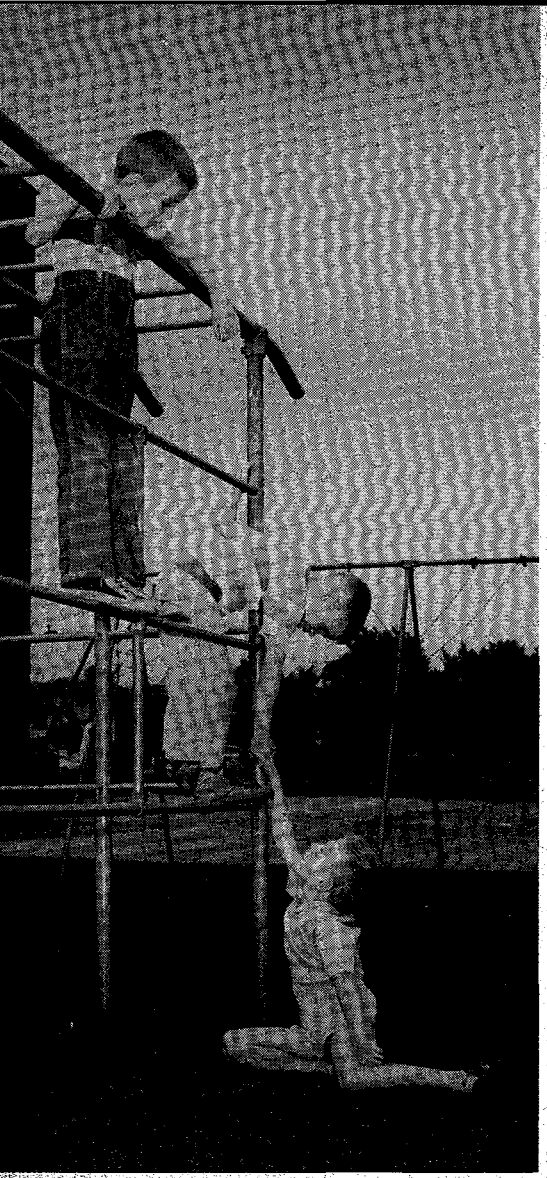
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Proper Selection of Playground Equipment

By NORMAN R. MILLER

Vice President
American Playground Device Company

Many industrial corporations are just beginning to realize that children's playgrounds are an essential part of the company recreation program.

General Motors, at several of its production plants, has added playgrounds for employees' children and found them unusually popular. At National Cash Register the experience has been similar. Employees at these plants feel that the company is doing its full share in providing places for their children to play.

One of the principal considerations in planning a children's playground is the selection of equipment. Every piece of apparatus has a specific function and must be related to specific age groups. Swings, slides, see-saws and other playground apparatus keep the children occupied on the play or picnic grounds while their parents are enjoying golf, horseshoes, or other sports. At the same time, playground equipment provides health and muscle building fun and exercise for the youngsters.

The ideal playground should incorporate a primary area for children 2 to 6 years old; a junior area for 6 to 10 year old children; and a senior area for children 10 and over. Because small children have a short attention span, they must engage in many activities of brief duration t maintain their interest. A variet of playground apparatus, whic permits the boys and girls t move quickly from one unit t another, makes the play are more intriguing to them.

Swings, slides, and other unit should be installed in line or i batteries. This grouping of unit conserves ground space for th essential free play areas. It als provides a neater, more orderl appearance with added safety fo the children.

CASTLE TOWERS, like the one shown at the top left, satisfy the child's natural urge to climb during early childhood. Slides, like the one shown at the left, are one of the most popular pieces of equipment for all ages. Small children, because they have a short interest span, need a variety of activities to maintain their interest.

Selection of Basic Units

In equipping the children' playground, it is advisable to se lect the basic units first—swings slides, castle towers or castl walks, see-saws, and merry-go rounds.

In the primary area, a swing set with chair-type nursery seats installed on a 7-foot frame, is recommended for the tiny tots. An 8-foot swing set, with rubber safety seats, will suit the older children in the primary group. Larger swings are suitable for junior and senior play areas.

Slides are a constant source of fun for children and should occupy a prominent place on any well-organized playground. Platform heights and chute lengths should be graduated for the various age groups as follows: *Primary,* 5-foot platform and 10-foot chute, or a 6-foot platform and a 12-foot chute; *junior,* 8-foot platform and 16-foot chute; and *senior,* 10 or 15-foot platform and 20 or 30-foot chutes.

In early childhood, the larger muscles of the trunk, arms and legs are more developed than the smaller muscles of the hands and

et. At this stage of growth, ys and girls need, besides run-ng-jumping activities, the mbing exercises provided by ay on castle towers and castle alks. The castle tower, a series vertical and horizontal bars, tisfies the child's natural urge climb. Proper sizes should be lected for each of the three age roups.

Another playground favorite is he castle walk, which combines he climbing action of the castle ower with the arm and shoulder xercises offered by the horizon-al ladder. The primary unit has 7-foot tower and a 6-foot walk; he junior-senior unit, a 7-foot 9-nch tower and an 8-foot walk.

See-saws in the portable rocker ype, 18-inches high, are recom-nended for the primary area. Stationary see-saws, equipped vith boards 10-inches wide and 0-feet long, and 20-inches above he ground, are designed for the unior area. Units with boards 2-inches wide, 12-feet long, and 0-inches above ground, should e used for the senior area.

And, of course, one of the most opular devices on the children's layground is the merry-go-round. Two sizes are recom-mended: one size for smaller chil-dren has a safety platform and will carry 25 youngsters; a larger size, carrying 40 children, is rec-ommended for older youngsters.

RECOMMENDED PLAYGROUND EQUIPMENT SIZES

Here are the recommended sizes of playground equipment for the primary (age 2 to 6 years), junior (age 6 to 10 years) and senior (age 10 and over) play areas:

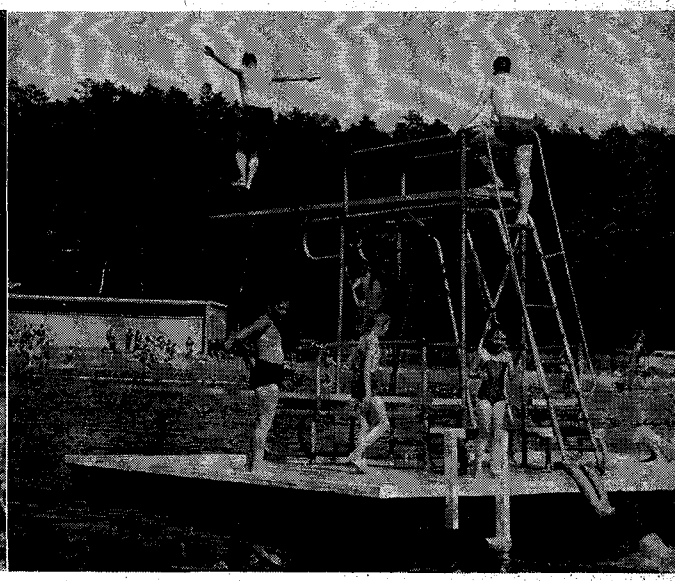
Equipment Item	Primary 2-6 years	Junior 6-10 years	Senior Over 10
SWINGS			
Height	7′ to 8′	10′	12′ to 14′
SLIDES			
Platform Height	5′ to 6′	8′	10′ to 15′
Chute Length	10′ to 12′	16′	20′ to 30′
CLIMBING UNITS			
Height	7′	7′ 9″	9′ 9″
HORIZONTAL LADDERS			
Height	——	6′	7′ 6″
Length	——	12′	16′
TRAPEZE BARS			
Frame Height	——	——	7′ 6″
Bar Height	——	——	Adjustable
PARALLEL BARS			
Height	——	——	5′
Length	——	——	10′
SEE-SAWS			
Board Length	8′	10′	12′
Board Width	8″	10″	12″

All of these units, described above, are basic playground devices. It is highly recommended that the children's playground be equipped with all of these pieces of equipment for each age level. Later on, other apparatus can be added to make the playground more varied and interesting. These supplementary units include ocean waves, flying rings, horizontal ladders, parallel bars, and trapeze bars.

SWING SETS with chair-type nursery seats are recommended for the small children due to their added safety. The children's playground should include separate swings for primary, junior, and senior age groups.



SWIMMING equipment like this platform with triple diving units meets the needs of all age groups.



Anita Cantaline Joins AMF



Anita Cantaline of Detroit, 1956-57 BPAA National Individual Match Game Champion and that season's "Bowler of the Year," has joined the Bowling Promotion Staff of American Machine & Foundry Company. An outstanding bowling instructress, she will be available for bowling exhibitions.

ZIEGENFUS CHAIRMAN

Sooner or later it happens to everyone. April was our month for miscues in "RM". We hope the following will be accepted as our apology.

In writing up the Philadelphia workshop, we missed the general chairman, our good friend and board member, William C. F. Ziegenfus, Director of Recreation, Sun Oil Company, Marcus Hook, Pa.

Our second error was reversing pages 21 and 22. We hope our readers were able to follow Ada Paskind's fine article, "The Why and How of Company Choruses."

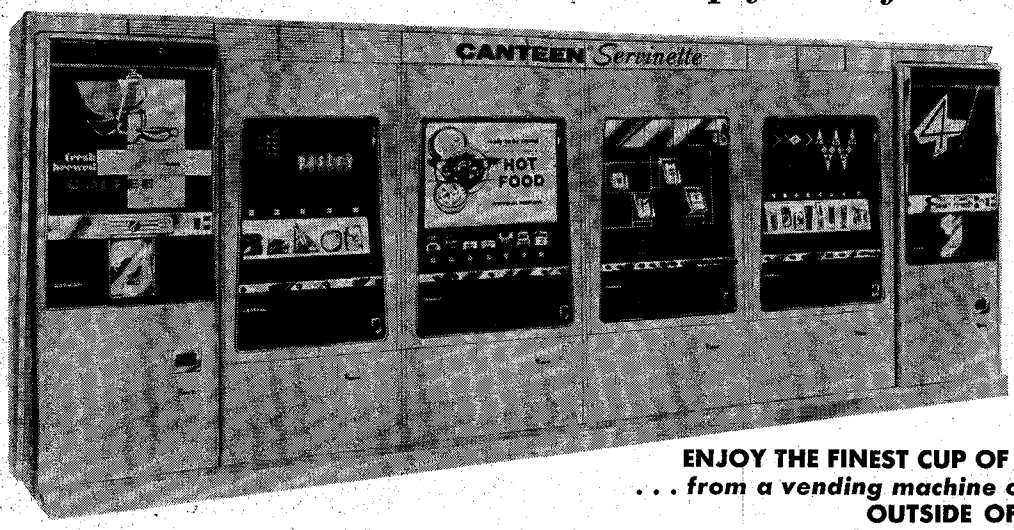
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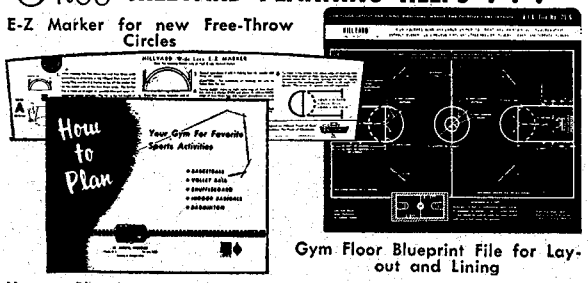
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Smart Investors Invest in Leisure —

During 1957 the average working American devoted about one-third of the year to the pursuit of fun and relaxation. The average U. S. family spent at least 10 per cent of its income on recreation—sports, movies, travel and the like.

New leisure, fostered by good salaries and a 40-hour week, has given impetus to this country's newest and biggest industry—that of supplying products for the leisure-time needs of the American family.

This multibillion-dollar industry has developed literally overnight to meet the demand for gadgetry and fashion to help us enjoy our leisure time.

Unlike our forefathers, who lived close to nature and paid little if anything for their leisure, today's suburbanite, apartment dweller or even rural resident feels he must have the best, be it television or a new rod and reel.

Three out of four families own television sets and automobiles. About a third of each paycheck is spent for new clothes, appliances, recreation, and home improvements.

The auto and the airplane, along with the train, have opened a whole new leisure dimension in travel. This, in itself, presents an attractive list of special leisure expenses such as boats, tents, motels, sleeping bags, luggage, and cameras.

The real impact of this new industry is brought into focus by a recent special listing of "20 Leisure Time Stocks" by the New York Stock Exchange. These stocks during the last ten years have scored advances ranging from slightly under 11% by A. G. Spalding Co. to gains such as 1,192% by Outboard Marine and 1,285% by Hammond Organ.

To investors with a good eye for growth stocks, the new "leisure stocks" look most promising in the ten years just ahead.

The predictions of the Joint Committees on the Economic Report are that by 1965 factory workers will be averaging 36 hours a week; this, plus the obvious onslaught on our fairways, highways, camp trails, by the thousands of war-time babies, is bound to keep this new industry at the top of the list. An investment in the new leisure can pay dividends in more ways than one . . .

The Exchange's
20 Leisure Time Stocks—and their 10 year record:

Company	Cost of 100 shs. at Start of Trading in 1947	Market Value of Shares Owned at Close—1956	Per cent Change	1956 Return on Investment
Admiral Corp. (TV)	$ 900.00	$ 3,396.60	+ 277.4	29.6%
Amer. Mach. & Fdry. (bowling equip.)	2,750.00	4,597.13	+ 67.2	4.5
Bell & Howell (photographic)	2,450.00	5,555.00	+ 126.7	4.5
Black & Decker (home tools)	3,650.00	11,563.20	+ 216.8	8.0
Brunswick-Balke-Coll. (billiard, bowling)	2,500.00	5,124.15	+ 105.0	4.4
Eastman Kodak (photographic)	22,600.00	67,760.55	+ 199.8	8.6
Emerson Electric (home tools)	1,287.50	4,015.63	+ 211.9	11.6
General Motors (automobiles)	5,312.50	26,400.00	+ 396.9	22.6
Greyhound (bus lines).....	3,725.00	4,387.50	+ 17.8	8.1
Hall (W. F.) Printing (printing)	1,725.00	2,362.50	+ 37.0	8.1
Hammond Organ (electric organs).....	1,000.00	13,850.00	+1,285.0	92.0
Lionel (toy trains, fishing tackle)	2,400.00	6,300.00	+ 162.5	20.8
McGraw-Hill (magazines, books).....	3,012.50	21,300.00	+ 607.1	29.9
Moore-McCormack Lines (steamship lines).....	2,050.00	5,906.25	+ 188.1	18.3
Outboard Marine (outboard motors).....	2,225.00	28,755.00	+1,192.4	29.1
Piper Aircraft (sports planes)	550.00	1,825.00	+ 231.8	16.4
Raybestos-Manhattan (bowling, billiard).....	3,462.50	5,375.00	+ 55.2	9.8
Reed Roller Bit (fishing tackle)	2,300.00	2,848.13	+ 23.8	5.7
Savage Arms (rifles, shotguns)	1,012.50	1,709.65	+ 68.9	10.9
Spalding (A. G.) & Bros. (athletic goods).....	1,812.50	2,003.96	+ 10.6	—

RM LETTERS

Predict Large Audience

RECREATION MANAGEMENT promises to be an excellent publication . . . attractive in makeup and interesting in content. It should find a large and appreciative audience of readers. We commend NIRA on this new enterprise and are looking forward to subsequent issues.

Charles M. Mortenson, Manager
Trade and Professional
Association Dept.
Chamber of Commerce
of the United States
Washington, D. C.

Good Job

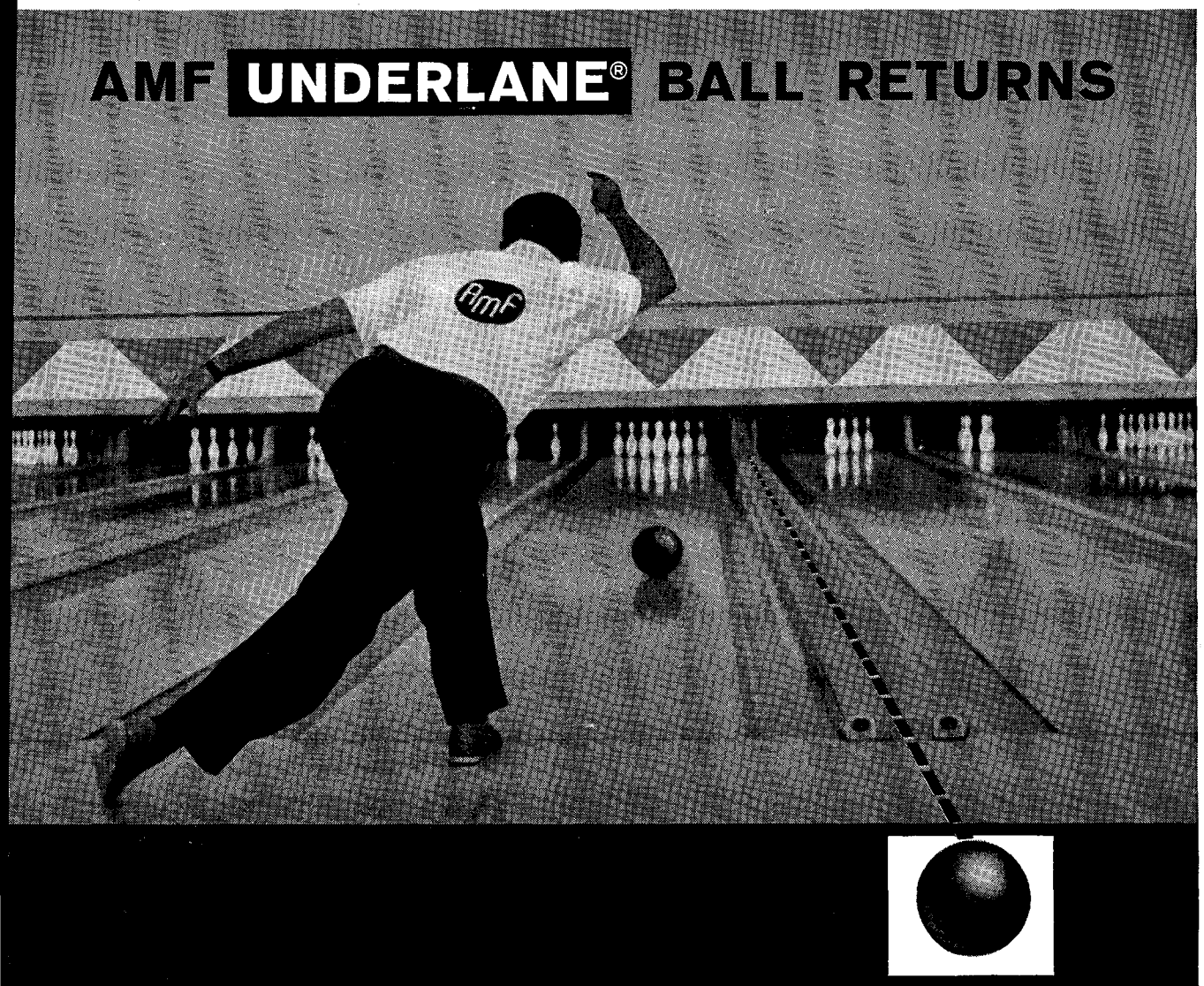
I have been looking over RECREATION MANAGEMENT and feel that you and your associates are doing a very good job with your publication. I will be looking forward to seeing your continued improvement as you go through the year.

Robert L. Wren, Director
Advertising and Public Relations
Wilson Sporting Goods Co.
River Grove, Illinois

Value to All Areas of Recreation

RECREATION MANAGEMENT is a real undertaking but one that will be of value to many individuals and organizations in industry as well as all areas of recreation.

Gordon L. Starr, Director
Student Union
University of Minnesota
Minneapolis, Minnesota



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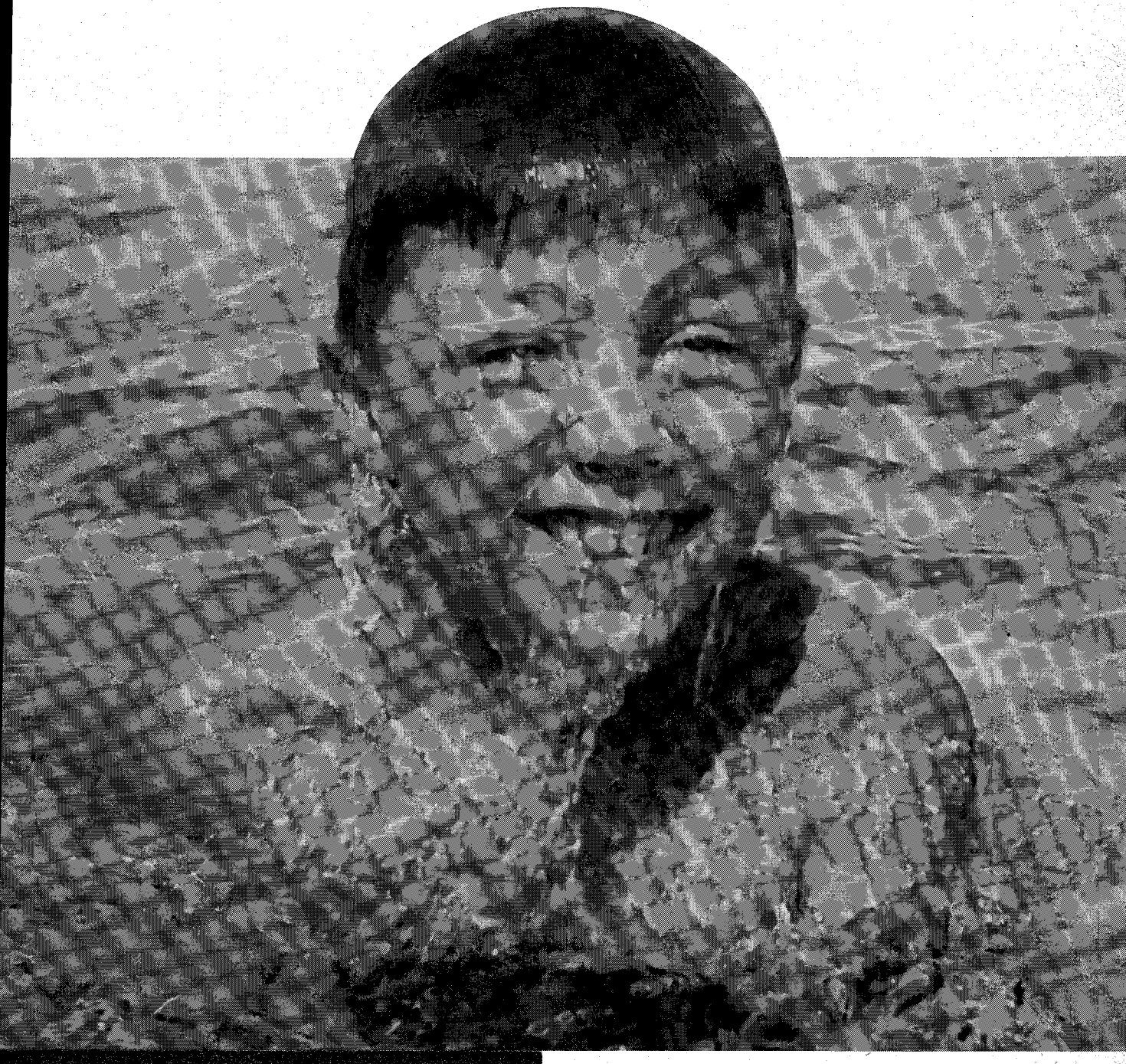
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THE NATIONAL MAGAZINE OF RECREATION IN INDUSTRY



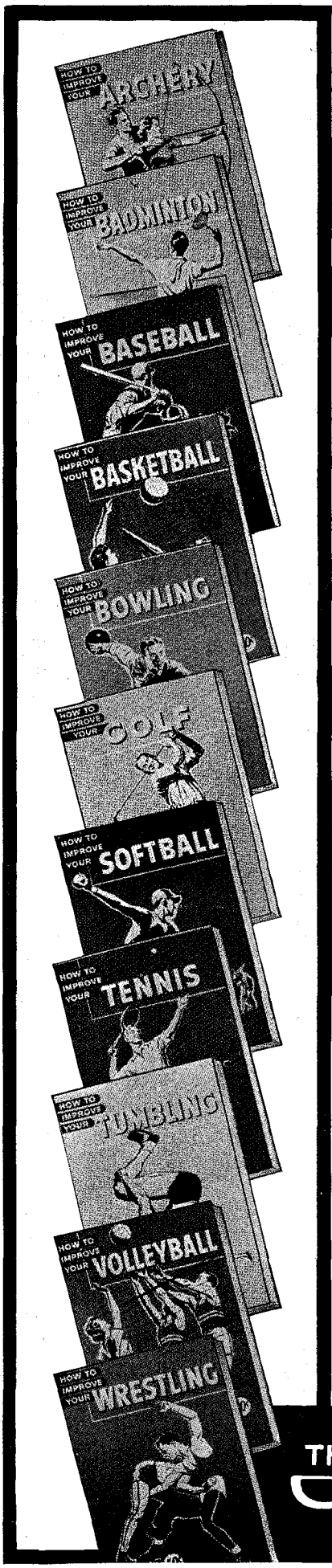
Recipe For Warm Weather Fun . . . Page 6

NCR'S STANLEY C. ALLYN SPEAKS ..... page 4

TOKHEIM'S EMPLOYEE CLUBHOUSE ..... page 8

KODAK PARK AA WELCOMES THE KIDS ..... page 10

RECREATION IN A "COMPANY TOWN" ..... page 12



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he Typical Recreation Director

Alfred L. Pike, as part of his master's thesis at he University of Illinois in 1957, made a study of 39 U. S. industrial firms to determine the characteristics of the typical industrial recreation irector. Here are some of his findings:

1. **Salary.** The average salary among the directors surveyed was $7,449 per year. Salaries, however, ranged from $3,000 to $15,000 per year.
2. **Education.** The typical director is a college raduate and has been employed in the personnel epartment of his company for 6.3 years. A total f 86 directors reported they had B.S. degrees; 19 ad masters degrees; and 21 had different areas f non-college specialization.
3. **Staffing Pattern.** The average IR director orks in the personnel department. Fifty-three reorted they work in the personnel section; 39 in he industrial relations section; 35 in a variety of ther departments. As for job titles, "recreation irector" was the most common of 59 different ob titles reported. Among the 139 companies surveyed, 93 staff under five people in recreation.
4. **Employee Benefits.** The average director takes wo weeks of paid vacation every year and particiates in a required retirement plan. He has benefits of life, hospitalization, and accident insurance lans, but not a company stock plan.
5. **Recommendations.** Pike asked each of the recreation directors to give their recommendations or job preparation. Sixty-six favored a college legree in recreation; 73 said they would not accept college students for field work; 36 said they would. 33 felt that a company with over 1,000 employees should have a full-time director.

1957 SURVEY OF 240 COMPANIES' INDOOR AND OUTDOOR FACILITIES

Starting with the January, 1958 issue of RECREATION MANAGEMENT, reports based on a spot check of 240 NIRA member companies have been issued on a number of topics of interest to industrial recreation administrators.

This month a breakdown of the top ten indoor and outdoor facilities are listed for R/M readers. This tabulation of facilities used and maintained by these 240 companies should be of significance, both as an indication of what has been found workable and what facilities are the most popular in employee programs over the nation.

INDOOR		*OUTDOOR*	
Meeting Room	131	Ball Diamonds	108
Recreation Room	80	Horseshoe Pits	90
Auditorium	60	Picnic Area	69
Card Room	58	Playfield	56
Recreation Building	51	Trap & Skeet	37
Library	45	Tennis Courts	35
Billiard Tables	31	Rifle Range	35
Gymnasium	29	Swimming Pool	19
Bowling Alleys	25	Golf Course	18
Crafts Room	19	Camp	14
		Bait Casting Pool	12
		Archery Range	12



how GREETING CARDS can help you

THEY CAN HELP FINANCE YOUR RECREATIONAL PROGRAM

Employee Recreational Programs are not always paid for in full by the company. By the sale of greeting cards some recreational programs which were not possible before can now be realized with the addition of the extra money made from the sale of greeting cards to the employees.

This and many other advantages are yours with very little effort on your part. The W/S proved plan requires no full time personnel, no expensive floor space, no risk, no employee soliciting.
Your employees will appreciate the convenience . . . you'll appreciate the added income.

The FREE booklet explains our plan simply and quickly . . . send for it . . . For your convenience, field representatives are available to help set up the plan. Our representatives will call at your request.

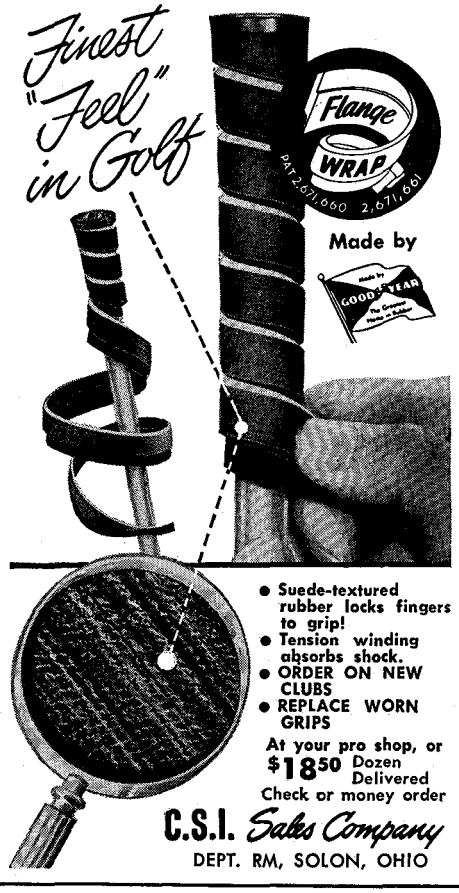


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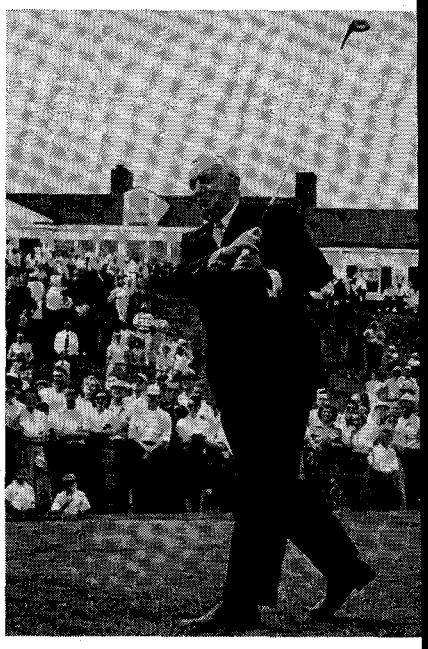
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DEPT. RM, SOLON, OHIO



Stanley C. Allyn, Chairman of National Cash Register Company, tees off before the clubhouse of the NCR Country Club. Built for employees' use, the country club offers two 18-hole golf courses, a driving range, putting area, and food facilities in the clubhouse.

TOP MANAGEMENT SPEAKS:

Stanley C. Allyn, Board Chairman of National Cash Register Company, Dayton, Ohio, Predicts Progressive Growth in Employee Recreation Program.

A comprehensive recreational program has long been a basic operating policy of The National Cash Register Company. During the next five years we plan to continue developing this program so that more NCR employees can enjoy even more opportunities for the recreational activities of their choice.

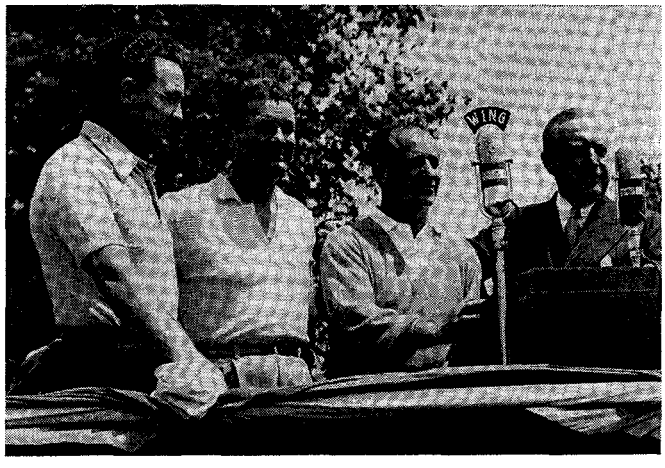
We believe in a progressive recreational policy for two basic reasons:

(1) It enables a company to fulfill one of its most important obligations—helping to provide a good way of life for its employees.

(2) A satisfied employee is a superior employee. He will do better work on the job, and quality is a vital ingredient in the manufacture of complex business machines.

NCR employees have taken advantage of company-provided recreational facilities in ever-increasing numbers. Last summer, for example, attendance at our 166-acre recreational park exceeded 300,000. About 72,000 rounds of golf were played at the NCR Country Club.

It is our hope that these two major company recreational facilities can be augmented in the future by a fieldhouse for winter sports, including basketball, ice skating, hockey and employee parties which currently are being held in the 2,300-seat NCR employee auditorium. Although a timetable has not yet been set for this development, it is a definite part of our plans for the future.



Dedication of NCR's Country Club for employees was keynoted by golf professionals Paul Hahn, Jimmy Demaret, and Tony Penna, with Stanley C. Allyn, NCR Board Chairman.

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RECREATION MANAGEMENT

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Circulation Manager
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JUNE COVER—Learning to swim is fun—according to young John Rasor, whose dad is a pipefitter for Union Carbide Chemicals Co., at Texas City, Texas. Older folks can enjoy swimming too. "Drown-Proofing" the whole family makes a good industrial recreation project.

IN JULY "RM"

1958 NIRA Conference Report:
A full report on the important events and sessions of the 17th Annual Conference & Exhibit held in Fort Worth.

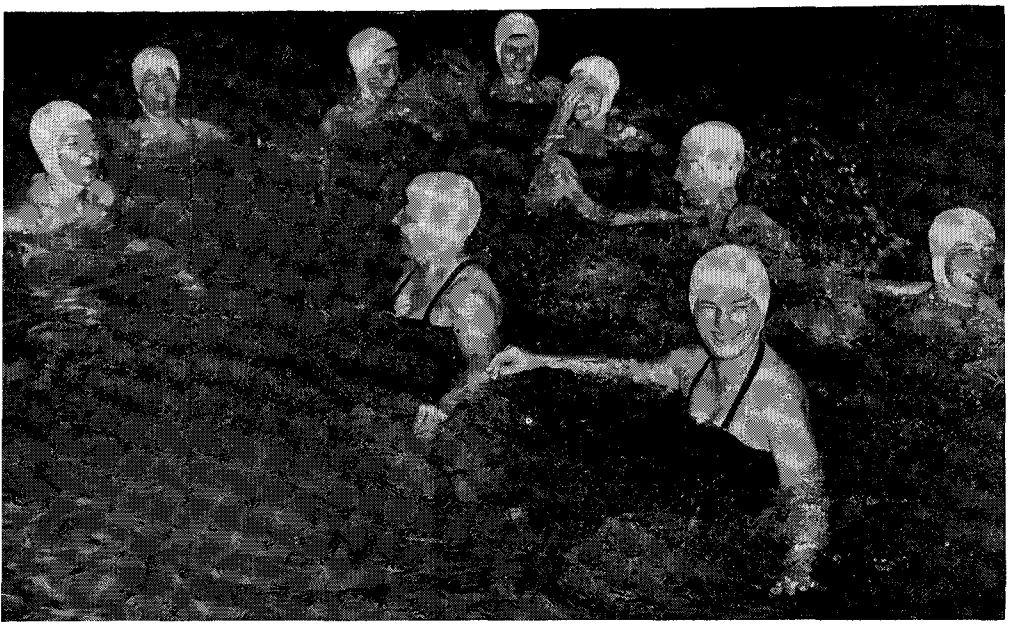
Recreation for Champions:
When you get 100 guys together for 3½ days for high-powered "think" sessions, you have to have recreation for them. Here's the story of Champion Paper and Fibre Company's CHAPACO Council's Recreation program at Lake Logan, North Carolina.

DuPont Research Report:
How good is your industrial recreation program? You will want to read how the DuPont Co. developed a survey to evaluate their program.

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NORTHWESTERN MUTUAL LIFE INSURANCE COMPANY SPLASH PARTY made a big hit as a special feature of the annual Girls Club Party. The club is composed of girls of all ages who work in every department at Northwestern in Milwaukee, Wis. They frequently get together for theater parties, tours, talent shows, sports events, and charity work.

RECEIPE FOR WARM WEATHER FUN

by
Robert E. Tannehill
Aquatic Director
Lake Shore Club of Chicago

Here's a good recreation recipe f warm weather! Take hot, tired em ployees and place gently in cool, clea water. Soak leisurely. When thorough refreshed, add games, contests, and few swimming instructions. Seas with fun. Result: a summer treat th suits every recreational taste!

It is not easy to tempt employe into the water. One of the best wa is a splash party. But—careful pla ning is required. Swimming parti call for shrewd attention from the re reation director to avoid common pi falls.

Check available facilities. Outdoo pool or beach water should be abou 72° F. with the air temperatu slightly higher. Indoor pools should b about 78° F. with the air about 80° Be sure water is clean. Most poo operate under state health supervisio and show monthly water reports.

Examine dressing rooms. The should be clean and roomy. Make sur there is a safe place to check valuable

If you plan a picnic with the splas party, be sure food is to be served i an area set aside for eating and not to near the pool.

Check Pool Rules

Familiarize yourself with all rule and regulations of the pool or beac which you plan to visit. Mimeograp these and pass them out to employees Any well-run pool will have more o less the following rules:

1) Every swimmer is required t take a soap shower before swimming



SWIMMING INSTRUCTION AND LIFE SAVING COURSES are offered each year as part of the Callaway Mills Company water-safety program at La Grange, Ga. Harry Kenning, American Red Cross field representative, instructs a class of youngsters.



LEARN-TO-SWIM CLASSES FOR EMPLOYEES OF ARO, INC., Tullahoma, Tennessee, prove popular with Mom and Dad as well as with the kids. Between 150 and 200 AEDC children took part in classes held during 1957 program.



RIEGEL TEXTILE CORPORATION, Ware Shoals Division, through the Ware Shoals Community Foundation, Inc., sponsors this community swimming pool. W. M. Wilbanks, recreation director, finds that a community-wide program creates interest for young and old.



2) Swimmers are not allowed in the ool who have open sores or skin in-ections.

3) Running in pool area is prohib-ted.

4) Do not swim beneath the diving oards.

5) Towels, shirts, glassware or food re not allowed in pool area.

6) Pushing, shoving or horseplay re not allowed.

7) Only one swimmer at a time on diving board.

Watch your time limits. Better too ittle than too much. The ill effects of ver-exhaustion and exposure due to prolonged swimming can ruin all the un. Two hours is the most that any wim party should last, and for most people an *hour is plenty.*

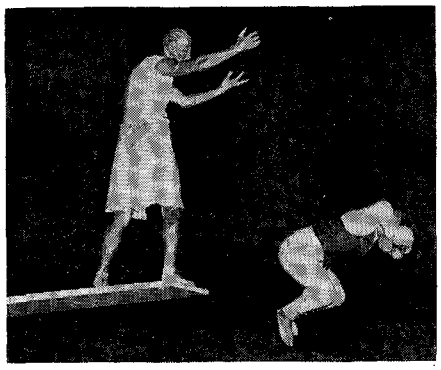
Check for both shallow water and leep water areas. Many non-swimmers njoy splashing around in shallow water. Shallow water should be about 2½ ft. deep at the shallowest point, and deep water should be at least 9 ft. for 1-meter boards and 10½ ft. for 3-meter boards.

Plan Entertainment

Plan some entertainment to top off your splash party. Fancy divers, water ballets, life-saving exhibitions, swimming demonstrations, and clown diving acts usually make a hit with the crowd. Amateur talent from school swim teams is usually available. Professional acts cost from $20 to $50 in most areas.

Be sure to include games and contests for your people. Relay races across a pool where teammates trade nightgowns or shirts are always fun. Chasing a greased watermelon can provide a fine time for shallow-water enthusiasts. Steal-the-bacon with a beach ball too large to hold is good for both deep and shallow water fun. Running backward in shallow water adds many laughs to relay races, and there are countless diving contests to keep the party going.

SEE—WARM WEATHER FUN—Page 18

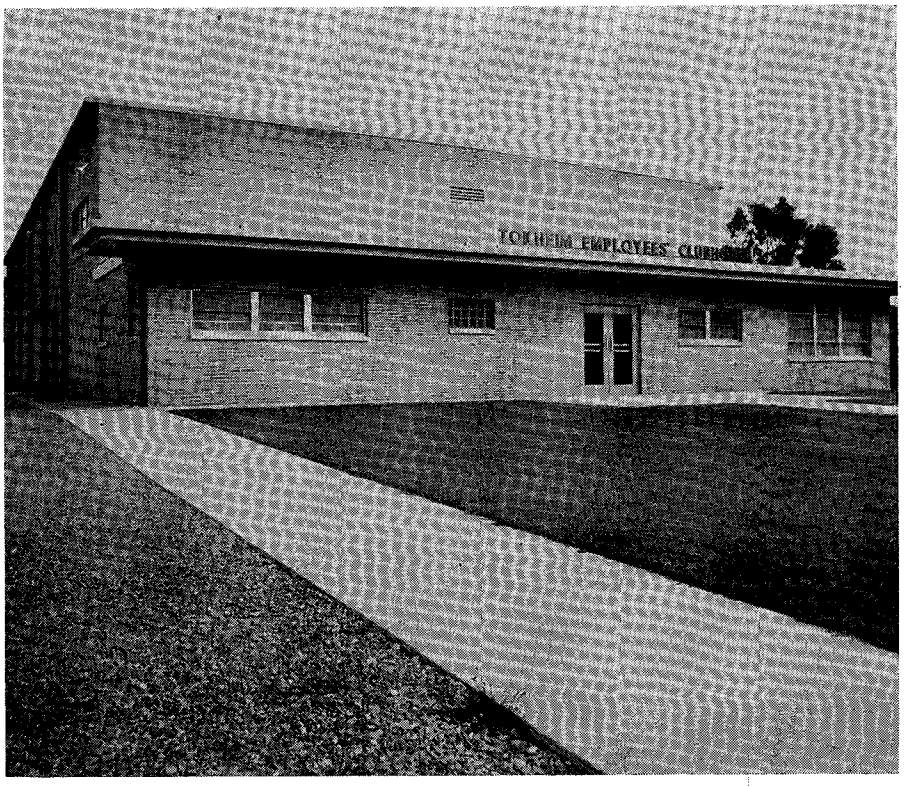


CLOWN DIVING ACT IS SURE-FIRE for applause and enjoyment by all who attend the splash party. Acts like this need not be professional, but they always add to the program.

YOUNG DIVER, ABOVE, RIGHT, WAS among contestants in the first Alabama District boys' and girls' swimming meet last fall. West Point Manufacturing Company's Department of Community Recreation was host for the event. Instructors from five Alabama communities cooperated in preparing the program. Robert Turner, West Point's recreation director, says: "We have been vitally interested in water sports for a number of years, and we are highly pleased with the enthusiastic response from both participants and spectators."



B. F. GOODRICH COMPANY OF AKRON, OHIO, SPONSORS AN ANNUAL Learn-To-Swim program. Above, YWCA instructor shows three employees how to do a scissors kick. They have found that occasional splash parties add interest to their swimming program. Scheduled entertainment by professionals and a variety of employee water games and contests add to the fun.



COMPANY CONTRIBUTIONS PLU special fund set aside from Athleti Association income during the yea provided the $185,000 to pay for thi new, modern structure serving the need of 750 employees of Tokheim Corp

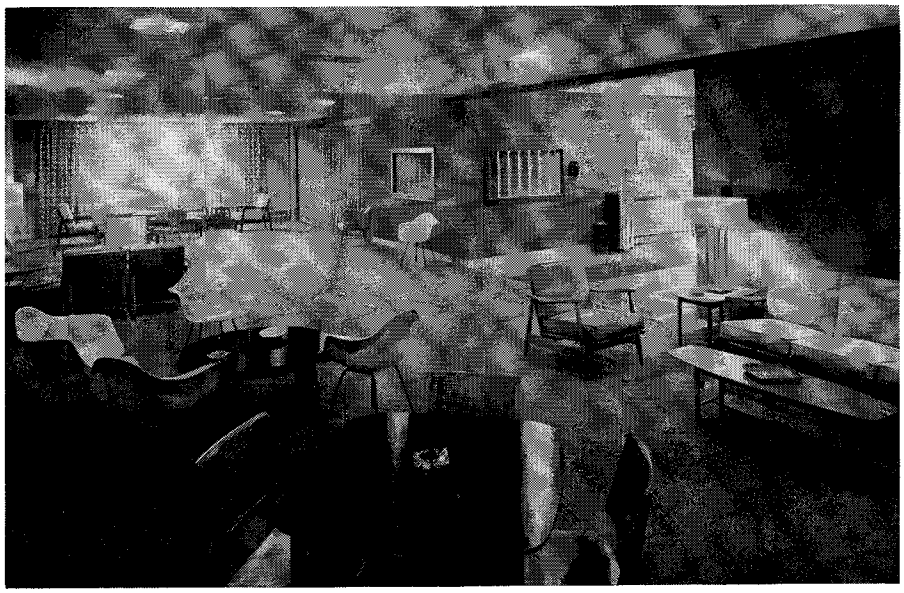
With employee recreation program bursting out of available quarters i many companies, R/M felt it would b interesting to see what happens whe a company of 750 employees builds a employee clubhouse to provide addi tional facilities for their recreatio program.

Tokheim Corporation, Fort Wayne Indiana, provides an attractive an swer. Here is how their clubhouse came to be built and what it is an does:

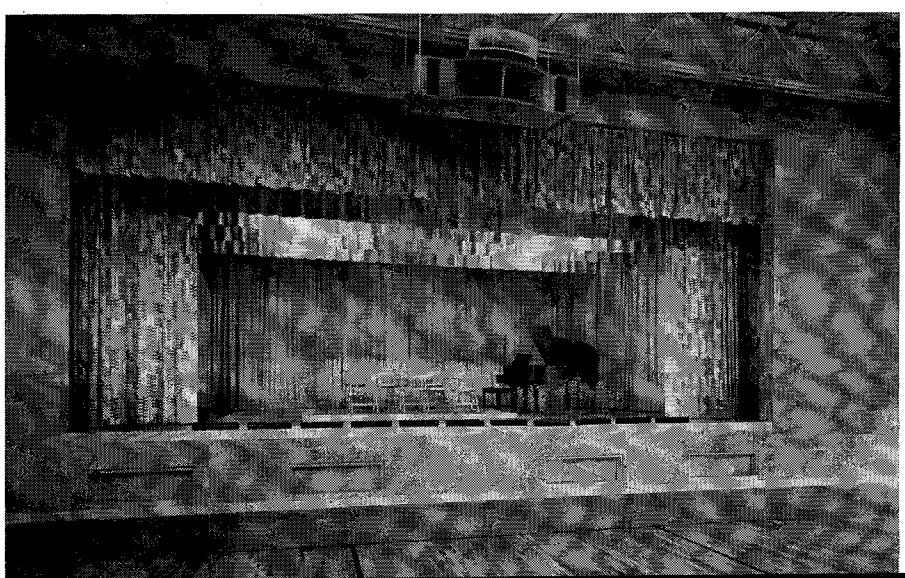
Just after noon of an August day i 1921, a group of Tokheim men me with the president of the Company t talk about an athletic program. The ideas that took root in that meetin led to the organization of the Tokheim Athletic Association just a week later. The basic idea behind the move was to sponsor Tokheim employee teams in Fort Wayne's competitive athletic programs.

To provide funds for its activities, the new association decided on membership dues of a dollar a year. A majority of Tokheim employees immediately became members, and their dues, plus the income from a small canteen in the plant, provided funds to launch an employee athletic program almost immediately.

The first Tokheim basketball team entered competition with a flash that carried it to a runner-up position



RESTFUL, SPACIOUS, CLUBHOUSE Lounge is used for meeting and receptions. It will accommodate approximately 75 people. Serving facilities and dining area are immediately adjacent.



PROFESSIONALLY-EQUIPPED STAGE gives ample opportunity for employee shows, dramatics, noon-hour music, movies, and other programs. Gym is used for games, dances, and meetings.

RM Takes A Tour Through Tokheim Employees' Clubhouse

gainst a powerful G.E. five. Since hat day, Tokheim teams have com-eted in many sports and won their hare of championships. Dues long ince have been discontinued and all mployees are automatically members f the Athletic Association.

By 1943, Athletic Association activi-ies had broadened beyond sports par-icipation in providing recreational op-ortunities for Tokheim employees. Chester C. Oberly, then president of Tokheim, conceived the idea for a Tokheim Employees' clubhouse and, with the approval of the Board of Di-ectors, instituted a long-range plan to achieve that goal.

Company contributions through the years, plus Athletic Association income set aside in a special fund, made it possible to break ground for the new clubhouse in June, 1956. The structure was completed and dedicated in April, 1957.

In addition to adequate, modern dressing rooms and showers, cloak rooms and rest rooms, the Tokheim Employees' Clubhouse is composed of three principal areas: auditorium, lounge and enclosed balcony.

The auditorium is 70 by 100 feet and has a seating capacity of approximately 1,000. Useful for athletic events, it has a regulation-size basketball floor (50 by 84). It may be used for conventions and meetings of all types, lectures, dances and movies. Equipped with a modern footlighted and curtained stage, it has an 11 by 14-foot beaded screen for the projection of movies and slides. Approximate capacity for dances is 500, and there are accommodations for over 200 basketball game spectators. Adequate chairs and 24 large tables are available for use in the auditorium.

The Clubhouse lounge is 20 by 70 feet, beautifully furnished and carpeted, providing a homelike atmosphere. It is normally equipped with four tables and 50 chairs and is especially useful for meetings and receptions. The capacity of the lounge is approximately 75. Adjacent is a dining area 18 by 20 feet, and kitchen serving facilities.

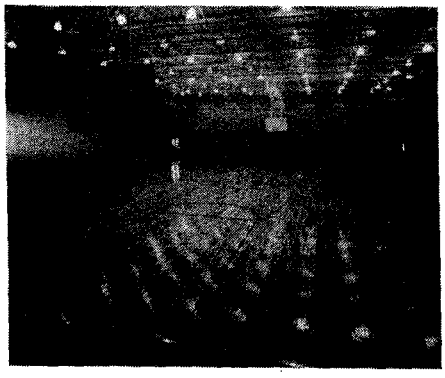
The balcony is an enclosed area located on the floor above the lounge. It is also 20 by 70 feet and has a seating capacity of approximately 75. The balcony may be used for meetings or such activities as table tennis.

The hi-fi music and sound system with which the clubhouse is equipped is similar to the systems used in theaters, allowing individual control of microphone volumes, record player and general auditorium volume. Acoustics of the entire building have proven satisfactory.

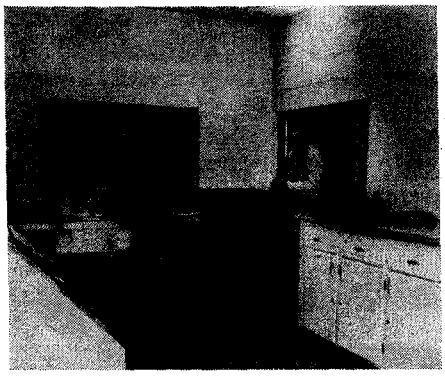
The parking area adjacent to the clubhouse is ample for most purposes; in addition, the large parking lot used by plant employes is close by and is generally available for use by clubhouse patrons.

Located as it is in the near east side of the city, the clubhouse is in an excellent location to serve many groups. With its ample parking facilities it is convenient to auto transportation, as well as being only a few feet from the bus line.

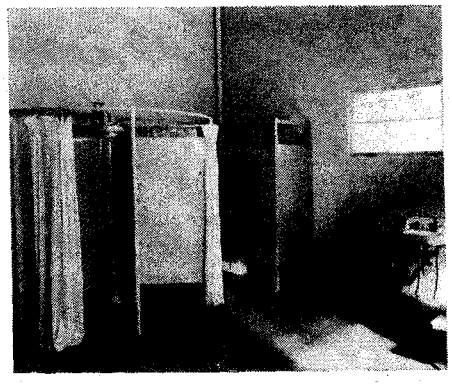
Christmas parties, kids' parties, club meetings of the various employee groups, and a host of activities are making full use of the new building. It really looks as though clubhouse manager Fred Morse has his hands full with a houseful!



THE 70' x 100' FLOOR OF CLUBhouse Auditorium provides a regulation-size 50' x 84' basketball floor which is easily adapted into two volleyball courts. It will also seat 1,000 people for meetings or stage shows.



CLUB-HOUSE KITCHEN WITH PASSthrough serving facilities is located adjacent to dining area and employee lounge. Modern equipment facilitates meal preparation and rapid service.



DRESSING ROOMS AND SHOWERS are on either side of the stage in the new clubhouse. Dressing rooms, with the latest fixtures, are equipped with individual lockers for employee members.



DURING THE COMPETITIVE SEASON daily schedules and scores are published in Rochester newspapers, and games are reviewed by two radio sportscasters. Kodak's program has attracted national recognition for service to the community.

Eastman Kodak Youth Softball Program Serves As National Model For A. S. A.

2,500 boys open 15th season this month

When the Amateur Softball Association, parent body of softball, voted to adopt a national youth softball program in 1957, it turned to the Eastman Kodak company in Rochester, New York, for a guide to model their program.

The Kodak Park Works at Rochester, N. Y., largest of Eastman Kodak's many plants, has taken big strides in the last 15 years in building kids' softball into a vital community-wide operation. Its annual summer softball program has attracted national recognition because of its contribution to the community.

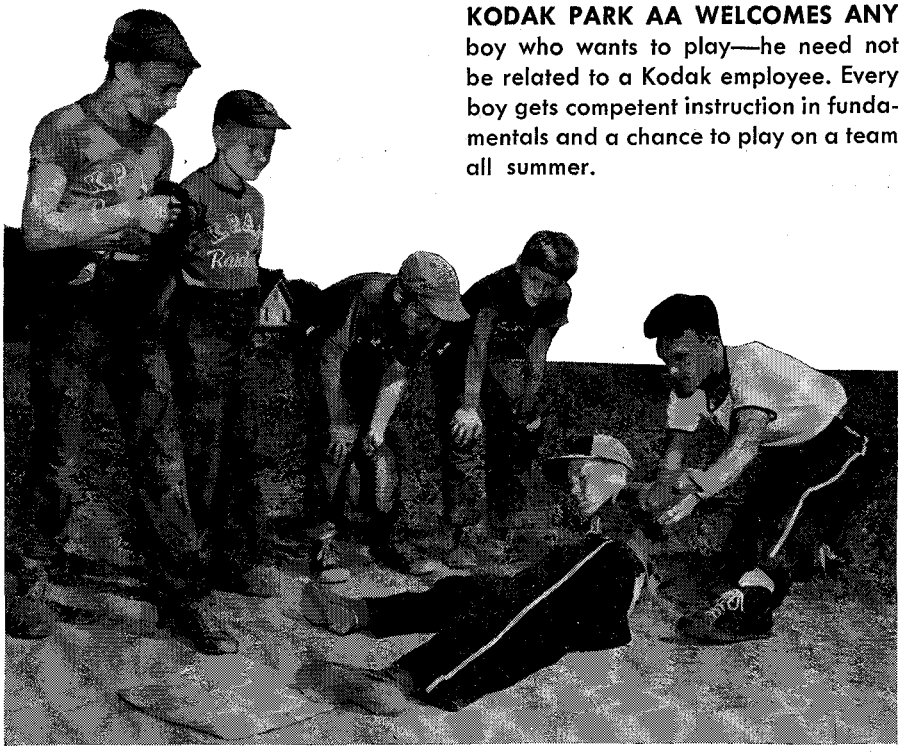
For the past fourteen seasons, the Kodak Park Athletic Association, which sponsors a full-scale recreation program for plant employees, has maintained a comprehensive softball program for boys ranging in ages from 11 to 15.

The program gets under way in June with a two-weeks' practice and indoctrination period, followed by seven weeks of league competition. Teams are placed in leagues according to their ability. After playing half the regular season, the leagues are reshuffled and play continues for the completion of the program. It is felt that this method creates better balance in the leagues and helps hold the interest of the boys.

At the completion of the activity, all league champions are invited to participate in a post-season "little world series," all games being played under the lights on Kodak Park's well-tended field, with parents, relatives and friends of the boys in the jammed stands.

Last year a total of 2486 boys, representing 144 teams in 18 leagues, competed. No less than 980 games were played on 8 different fields and the budding sluggers clobbered 600 softballs. All equipment is furnished by the KPAA and includes bats, balls, masks, and gloves. To climax the campaign, the KPAA awarded 468 trophies to individual members of all championship and runner-up teams.

Credit for the success of the program must go to the competent staff of instructors, directed by Harold "Shifty" Gears, one of softball's first "Hall of Fame" choices. Gears, who hurled Kodak Park to world championships in 1936 and 1940, had as his assistant Robert "Skip" Lewis of the KPAA staff and a corps of 16 instructors. Three of these—Tommy Castle, Leo Gallagher and George Krembel—are also former members of Kodak Park's championship teams. All the others are local and area high school coaches who welcome this summer employment.



KODAK PARK AA WELCOMES ANY boy who wants to play—he need not be related to a Kodak employee. Every boy gets competent instruction in fundamentals and a chance to play on a team all summer.

Any boy who wants to play softball during the summer is welcomed. He need not be related to an employee of Kodak. Every player is given competent instruction on the basic fundamentals of the game with members of the Kodak senior team serving as instructors. Following these intensive training sessions every boy is placed on a team and is given a softball shirt and cap.

At the close of the league schedules, winners are given small trophies and pennants with individual awards for leading hitters, base stealers, and so on. The entire cost of the program—equipment, trophies, umpires, etc.—is borne by Kodak.

During the competitive season, daily schedules and scores are published in Rochester newspapers and highlights are reviewed by two radio sportscasters. Talk to almost any of the boys and you'll learn that the biggest thrill of the year comes on the day when the KPAA presents him with a bright new jersey bearing the name of his team. Team pictures are taken and each boy receives an 8 x 10 print as a souvenir.

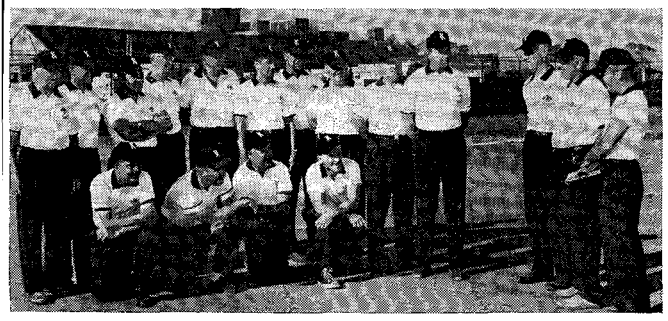
Now a permanent feature of the Rochester scene, the KP program is headed by Joseph J. Minella, executive secretary of the KPAA. Further recognition was accorded the project last year when the American Softball Congress awarded plaques to members of all championship teams during the post-season ceremonies.

100,000 Registered

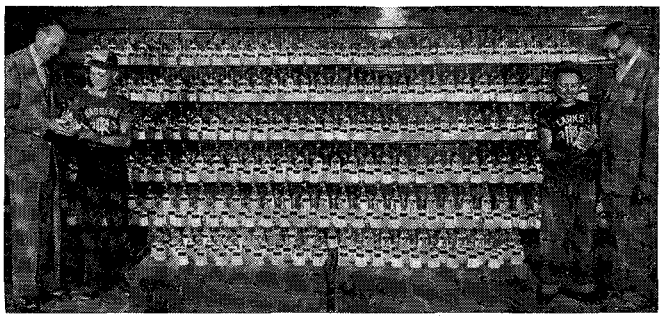
Success of ASA's first youth softball program was established when over 100,000 boys and girls registered over the nation. Participation in the program is expected to triple this year in the three divisions shown below:

ASA Youth Softball Program

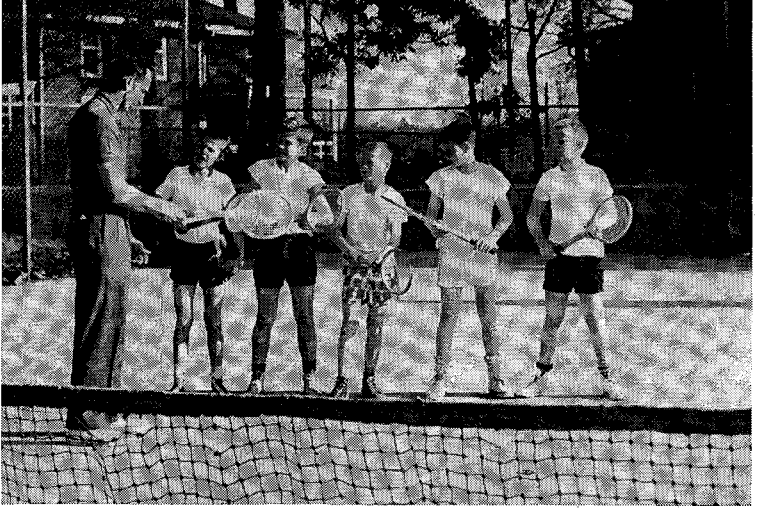
Age	9-12	13-15	16-18
Field	35′ Pitching Distance 45′ Baselines	46′ Pitching Distance 60′ Baselines	46′ Pitching Distance 60′ Baselines
Tournaments	Local or City	City and County	City, County, and State



SOFTBALL'S "HALL OF FAME" CHOICE, HAROLD "SHIFTY" GEARS heads up staff of 15 professional high school coaches, with assistant Bob "Skip" Lewis. Three instructors were former members of Kodak Park's 1940 National championship team.



TWO HAPPY LADS RECEIVE THEIR TROPHIES WON IN the KPAA program from Robert Lewis, left, and secretary, Joe Minella, right. Bats, balls, and other necessary equipment are supplied by Kodak Park Athletic Association. Trophies are awarded for hitting, base stealing, other skills.



LUTHER KING, RECREATION DIRECTOR, GIVES TENNIS instruction to a class of intermediate boys at the Erwin Mills Recreation Center in Cooleemee, N. C. Regular weekly classes are held throughout the season for five different groups of players.

INDUSTRIAL RECREATION PROGRAM SERVES ENTIRE COMMUNITY IN RURAL AREA

ERWIN MILLS' COMMUNITY-ORIEN

The recreation program conducted by Erwin Mills, Inc. at their Cooleemee, North Carolina division, is the result of top-management thinking which recognizes the need for tailor-making the recreation program to fit the needs of the individual employee group—especially in rural areas where the major industry and its employees comprise virtually the entire community.

Carl R. Harris, vice-president in charge of industrial relations, says that a recreation program is the very starting point for employee-employer relations: "A large percent of the youngsters who participate in one of our mill-village programs today are employees at the plant in a very few years. Therefore, we place a lot of emphasis on children's activities. We think that this type of program fills a much needed purpose in such communities!"

Cooleemee is a typical mill village, with the Employee Recreation Center the focal point of all activities, both recreational and social. Groups of all ages meet here from morning to night. Many functional rooms provide space for pool tables, table tennis, television, dancing, kitchen, library, boy scout rooms, an amusement and game room, and a conference room for training sessions and organization meetings.

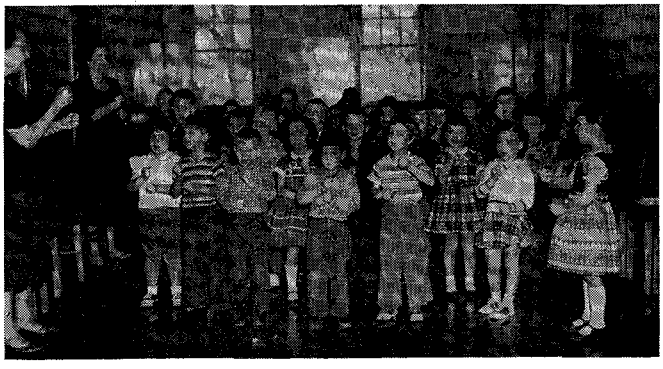
On the grounds is a large swimming pool with adequate bathhouse, set off from the rest of the grounds by a high fence. Tennis courts, shuffleboard, badminton, horseshoes and other games have their areas too.

The organized recreation program speeds up when school terms end, and another full-time assistant recreation director is added to the staff. His primary duty is to work with the boys and girls in baseball, softball and tennis.

Three different age groups participate in baseball: Little Leaguers, Pony Leaguers, and the men's baseball team, which is coached by an experienced ball player and entered in a strong industrial baseball league.

The plant softball league is made up of teams from the various departments, and an all-star team is entered in the North Carolina Soft-Pitch Softball Tournament. The Cooleemee senior girls' softball team competes in an eight-team industrial league and also takes part in the State Women's Softball Tournament.

At a modern swimming pool free instruction for beginners, and courses in Red Cross life saving and instructor training for advance swimmers is provided. At the end of the season, aquatic shows and swim meets are held for all groups of swimmers.



CHILDREN'S STORY HOUR AT COOLEEMEE RECREATION Center is a popular period for many of the children of Erwin Mills' over 1,000 employees.



SWIMMING POOL AT ERWIN MILLS, INC. RECREATION Center is a favorite place for relaxation during the summer months, provides a place for water safety classes and parties.

Many fine industrial recreation programs are found in the South, West and in Canada, where the location is rural, and the industry and its employees comprise the entire community. Here, the industrial recreation director actually functions as a city recreation director, handling the program for the whole community. The increase in the number of decentralized plants marks this as an area of outstanding growth in the years ahead. It is bound to place greater emphasis on the provision of company-community recreation facilities.

by
Hubert Henderson
Assistant Director
North Carolina Recreation Commission

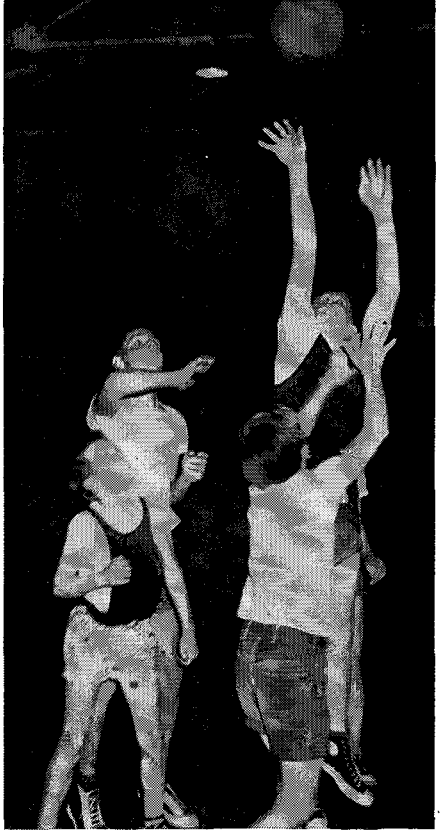
RECREATION PROGRAM

In keeping with the emphasis on children's activities, the pre-school children have a regular Story Hour. Some 65-70 children meet each week in two different age groups for games and story-telling. An outdoor playground provides variation, as do special Christmas and Easter events.

At the end of each basketball season, all boys and girls 16 years old and under who have taken part in the recreation program are taken by automobile to a neighboring city for an all day inter-city competition in basketball and table tennis on "Cooleemee Day."

One of the highlights of the season is the Annual Brunswick Stew, given by the company for all employees and their families. A special cookhouse has been built on the grounds to handle this event. The size of the undertaking can be measured in part by the stew ingredients: 800 lbs. beef, 600 lbs. pork butts, 530 lbs. fat hens, 1400 lbs. potatoes, 450 lbs. onions, 360 cans of tomatoes, 180 lbs. cabbage, 144 cans creamed corn, 96 lbs. butter, 18 gallons of catsup, 15 quarts of vinegar, 8 lbs. black pepper, plus other seasoning. 3,000 pints of ice cream are consumed at this picnic along with gallons of iced-tea, lemonade, and bottled drinks. Special entertainment is imported for the occasion, and the swimming pool is open for the whole crowd.

J. W. Wilson, divisional manager of the Cooleemee Plant, says: "The benefits of a recreation program in a location such as Cooleemee cannot be measured in dollars. The program is completely financed by the company, which thinks the investment in recreation pays ample dividends. Our recreation director plays as important a part in the building of employee morale and job satisfaction as any of our production supervisors in the plant."



COOLEEMEE YOUNGSTERS LEARN the fundamentals of basketball in the Erwin Mills, Inc. program.



RECREATION CENTER KITCHEN IS scene of many good times—conversation always flows freely among the cooks and dish washers.



MR. E. W. SEIGLER, VICE-PRES. AND GENERAL Manager of Erwin Mills, Inc., (4th from left) discusses annual Brunswick Stew with members of supervisory staff.



CONFERENCE ROOM IN RECREATION center is used for training.

Company Fishing Champs Compete In 1st National Fish-A-Rama

Paris Landing State Park Inn, located on Kentucky Lake, near Paris, Tennessee, will be the site of the National Industrial Recreation Association's first national Fish-A-Rama to be held on September 27th.

All members of NIRA are urged to hold company competitions to determine their fishing champions and send a representative to the national one-day contest at Kentucky Lake.

Get your company fishing contest started now. Name your champion and get him ready for some of the nation's best fishing. Kentucky Lake is loaded with fish—mostly big ones—and offers a real challenge to a nimrod. It's an excellent opportunity to stimulate more interest in organized company fishing and a chance for some lucky sportsman to pit his skills against industry's best fishermen.

National championship trophies will be awarded to the winners of the Kentucky Lake competition. Trophies will also be awarded to the National Champions in each of the following fresh-water divisions as a result of individual company contests:

1. Trout (Brook, Brown, Rainbow)
2. Bass (large mouth, small mouth, spotted)
3. Muskie
4. Northern Pike (Pickerel)
5. Salmon (Pacific, King, Tyce, Chinook)
6. Pan Fish (Crappie, Blue Gill, Bream, White Bass)
7. Walleye

Rules and entry forms are now available from NIRA Headquarters, 203 N. Wabash Ave., Chicago 1, Ill.

FALL SPORTS CATALOG

The MacGregor Co., Cincinnati, Ohio, has issued its new Fall Catalog for its 1958 line of football, basketball, boxing, volley ball, soccer and other Fall and Winter athletic equipment. This attractive new catalog is available by dropping a post card to the MacGregor Co., 4861 Spring Grove Avenue, Cincinnati 32, Ohio.



ONE GOOD REASON why the First National Industrial Fish-A-Rama will be held at Kentucky Lake, Tennessee is shown above. The lake is over-crowded with hungry, fighting game fish. Here's a catch made at Kentucky Lake recently by Vic Saigh, of St. Louis, Mo.

A COMPLETE **TWO-WEEK** Recreation **PROGRAM**

Costs only a few cents for each Employee

YOUR EMPLOYEES WILL HAVE **TWO FULL** WEEKS OF **FUN** STARRING IN THEIR OWN **BIG MUSICAL COMEDY**



Over one hundred Hartford Insurance Employees have FUN at an Empire rehearsal.

IT TAKES NONE OF YOUR TIME; WE FURNISH EVERYTHING except the people and the stage!

Employee shows are not new. BUT a complete EMPIRE package that includes direction by a professional director, scenery, costumes, make-up, scripts, advertising posters, all royalty payments, and a complete outline of what to do and how to do it, IS NEW!! Over 85% of our cast members have had no experience in dramatics or music. And the cost? In most cases the income more than pays the cost of the entire package and it takes none of the recreation director's time.

Here Are Some of Our Clients:

We are proud to list among our clients, companies such as John Hancock, Hartford Insurance, Kaiser Steel, Hughes Aircraft, Ansco Films, Thompson Products, Goodyear, Zenith, Motorola, Teletype, Western Electric, General Tire, Falk Corp., Wyman-Gordon and Timken Roller Bearing.

SOUNDS INTERESTING. **Let's talk about it at *NO OBLIGATION* of course!**

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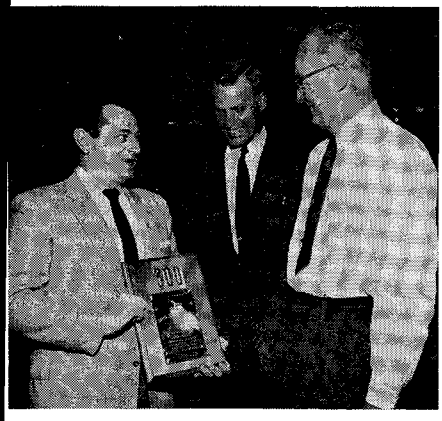
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RM CANDID VIEWS

EMPLOYEES SKITS AT LAST YEAR'S Christmas party highlighted Vonnegut Hardware Company's annual program. A. Obergfell, Director, Vonnegut Athletic and Recreation Committee, reports that employee participation of this kind has added greatly to over-all interest in the firm's employee recreation program, as well as giving many individuals a chance to express themselves and display their particular talents.





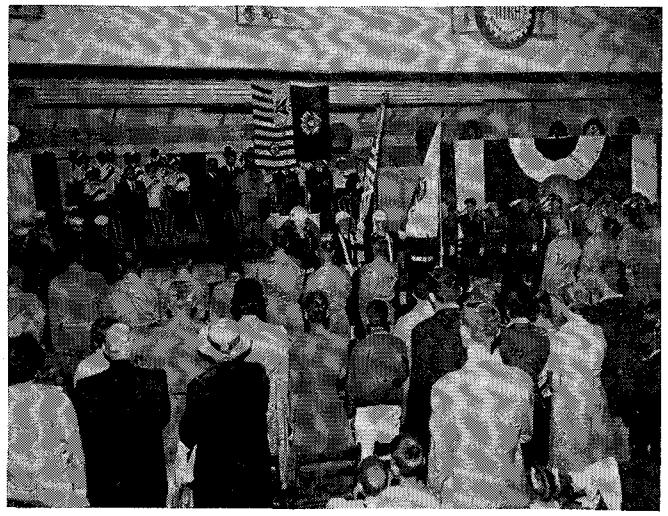
RECEIVES CHRYSLER AWARD— John Kalich, left, Defense Engineering Department, receives the "300" plaque for rolling a perfect game in a Chrysler League. Making the award are John D. Leary, Chrysler Vice President, Personnel (right) and John Lindquist, Manager of Employee Services for the company.



ENTHUSIASTIC ATTENDANCE MARKS ANNUAL SPORTS AWARDS PARTY AT Huntington, W. Va. works of International Nickel Company, Inc. This over-all view gives some indication of the crowd of more than 350 sports enthusiasts who attended the 28th annual awards party held at the Hotel Frederick. Aside from the 88 awards of jackets and golfing equipment presented to Inco's sports champions, nine other employees received consolation prizes, ranging from a live chicken to long-handled underwear.



$300 IN SILVER SETTING PRIZES WERE AWARDED winners in Ft. Worth Convair Recreation Association's annual bridge tourney. Officials of CRA tournament are shown above with some of the prizes offered. G. P. Anderson, right, is Commissioner of bridge. Mrs. Herman Ankenbruck is bridge club president. I. B. Hale is member of tournament committee. First night of the tourney was a silver plated affair, with a glittering array of silverware for prizes: Admissions and entry fees cover the cost of food and refreshments. Last year's tournament drew more than 500 people.



NORTHROP RECREATION BOAT CLUB WAS HONORED by formal presentation of its charter to Jack Shannon, Commander, by Captain Stanley Lindholm, Chief of Staff, 11th District, U. S. Coast Guard. Twenty-one boat skippers of the Northrop Recreation Boat Club, Northrop Aircraft, Hawthorne, California, formed U. S. Coast Guard Auxiliary Flotilla No. 65, which will serve to promote safety and to assist in rescues at sea. The flotilla, first to be activated in the 11th Coast Guard District, will be based at King Harbor, Redondo Beach. Note NIRA emblem at top of picture.

RECREATION DIRECTOR PICKED AMONG DETROIT "TOP TEN" WORKING WOMEN



LOIS VERNER, FORD MOTOR COMPANY RECREATION DIRECTOR, WAS CHOSEN ONE OF THE TOP 10 WORKING WOMEN in Metropolitan Detroit. She was honored for her work with FORD's Employee Services Department at a banquet March 18, held by the Central Business District Association, which sponsored the contest in conjunction with Detroit's third annual "Salute to Women Who Work" week.

She's an inspiration to the peopl with whom she works . . . she accept responsibilities . . . and she's sociable

Basically, these are the reasons Loi Verner was selected one of Detroit' top 10 working women in a contes sponsored by the Central Business Dis trict Association.

Held in conjunction with the City' third annual "Salute to Women Wh Work" week, the contest was open t the general public for nominations o their candidates in letters of 300 word or less.

Began in 1933

Miss Verner began her Ford em ployment as a clerk-typist in 1953 and asumed her present capacity of recrea tion leader, Employe Services Depart ment, the following year.

Around her revolves nearly every recreational activity sponsored by the Company for Ford women.

From September through June, she co-ordinates the philanthropic and so cial activities of the Ford Girls Club (1,500 members) and the Ford Wives Club (200 members).

Quick to credit the officers and com mittee members of both clubs with bearing the brunt of the work, Miss Verner described her association with the groups as that of counselor in mat ters of Company policy or unusual situations which may arise.

"Plenty of free advice based on years of recreation experience is what I usually offer them," Miss Verner smiled.

Christmas in October

Christmas arrives early—say around October—on the recreation leader's calendar. That's when arrangements are made for ordering, packaging and processing Goodfellow dolls for the Girls' Club annual doll-dressing project for underprivileged children.

Come spring and summer, there are Ford women's golf leagues and soft ball teams to co-ordinate. Last year, approximately five leagues of feminine niblikers and 11 diamond squads par ticipated.

Other activities regulated by Miss Verner are three ballroom dance ses sions and 10 sewing classes for em ployes and their families.

Of her "surprise" selection as an outstanding working woman, Miss Ver ner quiped, "I guess I'd better brush up on my efficiency system. All this nomination business going on around me and I wasn't even aware of it."

1959 NIRA CONFERENCE TO BE IN PHILADELPHIA



The 1959 National Conference Steering Committee gather around the Waldron Company booth during the 1958 Philadelphia one-day workshop held in February at the Bellevue Stratford hotel. Left to right: Jim Waldron, Waldron & Co., chairman of Exhibitors Committee; Al Spinner, Armstrong Cork Co., chairman of Advisory Committee; Ted Goss, Radio Corp. of America, Entertainment Chairman; Bunny Capan, Steel Pier, Exhibitors Committee; William Ziegenfus, Sun Oil Company, Conference Co-chairman; Sam Rubenstein, Philadelphia Electric Co., Conference co-chairman; Walter Kelk, E. I. du Pont de Nemours & Co., chairman of Program Committee; and Ken Klingler, Consolidated Electrodynamics Corp., NIRA Past-President.

SAM SNEAD IN 3-D

Sam Snead, golf's all-time money winner, is more than twice the man he used to be when he poses against the 14-foot cutout likeness of himself on Chicago's famous Michigan Avenue.

The 14-foot Snead, part of a giant outdoor "spectacular" erected by Wilson Sporting Goods Co. of Chicago, is no match for the giant golf ball measuring some 10 feet across. With this size ball, Lake Michigan becomes a dandy waterhole, the Gary dunes a sandtrap.

This 3-D outdoor display board marks the first time a sporting goods manufacturer has used this advertising medium. It measures 52 feet long by 27½ feet high, and it is estimated that more than 5½ million people will see the board each month for the next three months.

R/M N.I.R.A. NEWS

Cicero Manufacturers Recreation Assn. Elects Robert Woodrick President

Editor's Note: R/M periodically will carry a run-down on the activities and officers of NIRA's fifteen affiliated city industrial recreation councils.

First group to affiliate with NIRA was the Cicero Manufacturers Recreation Association which was founded in 1954 for industries located in Cook County, Illinois. First president was Joe Corrigan, Danly Machine Specialties, Inc. Currently 27 industries are active participants in their program.

Recently Robert Woodrick of Chicago Vitreous Corporation was elected C.M.R.A. President for 1958-59 at the organization's annual dinner meeting held in Cicero.

Bob Burgess of Lockformer Company was elected Vice President and Pat Drennan of B. F. Gump Company is the new secretary. Ray Brown of Chicago Vitreous was re-elected treasurer for the fifth consecutive term.

Activities chairmen for the 1958 season are: Bowling—Bob Burgess, Lockformer Company; Bowling Tournament—John Bove, Western Felt Works; 13th Annual MIDWEST GOLF CHAMPIONSHIP TOURNEY—Howard Whiteway, Corey Steel Company; C.M.R.A. Golf League—Howard Whiteway, Corey Steel Co.; C.M.R.A. Invitational Golf Tourney—Joe Corrigan, Danly Machine; Membership—Floyd Steinman, Chicago Vitreous Corp.

CMRA member companies include: Abart Gear Co., Advertising Metal Display Co., Amphenol Electronics, E. J. Brach & Sons, Chicago Extruded Metal Co., Chicago Vitreous Corp., Cities Service Co., Corey Steel Co., Crown Stove, Danly Machine Specialties, Inc., Edmier Inc., Goss Printing Press Co., B. F. Gump Co., Hotpoint Inc., Industrial Pipe & Supply Co., Kropp Forge Co., Lake River Terminals, The Lockformer Co., ODM Mfg. Co., Pheoll Mfg. Co., Pure Oil Co., Roth Rubber Co., Socony Vacuum Oil Co., Sola Electric Co., Sunbeam Corp., and Western Felt Works.

The organization conducts an extensive program including softball, bowling, basketball, and golf. This August, CMRA will be host to the 13th Annual Midwest Industrial Golf Tournament at Woodridge GC, Lisle, Illinois.



C.M.R.A. OFFICERS—1958
Left to right—Pat Drennan, secretary (B. F. Gump Co.); Robert Woodrick, president (Chicago Vitreous Corp.); Bob Burgess, Vice President (Lockformer Co.); and Ray Brown, treasurer (Chicago Vitreous Corp.).

See You In Philadelphia In '59

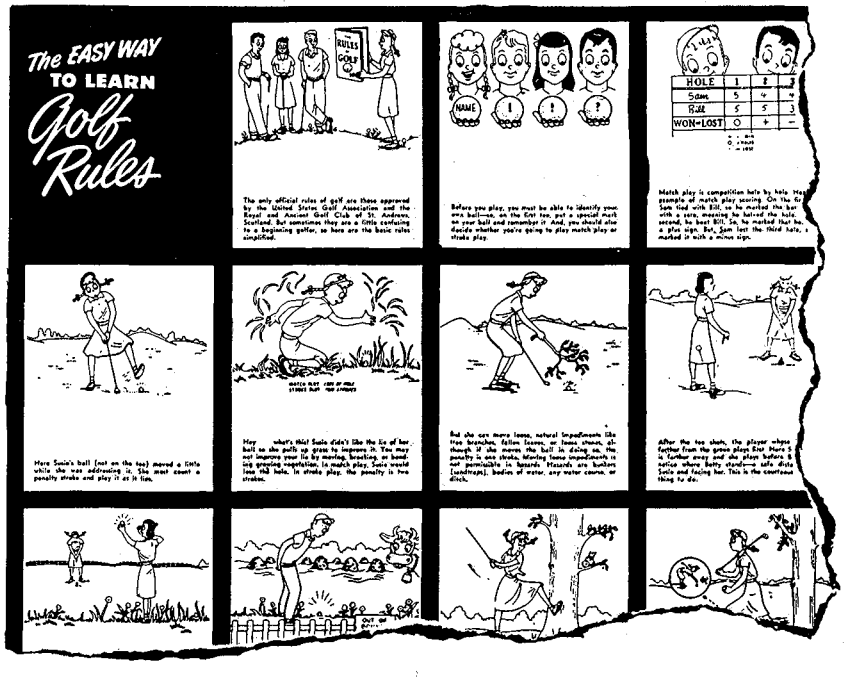
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A new, eye-catching wall chart on the Rules of Golf, printed in two colors on heavy, durable paper – ideal for framing or for bulletin board display. Features the 60 humorous cartoons taken from the popular NGF booklet "The Easy Way To Learn Golf Rules."

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WARM WEATHER FUN—

—Continued from page 7—

Watch Age and Ability Groups

Games and contests should fit the abilities of your people. Water polo is not the thing for old ladies or novice swimmers. It is a good idea to have your people register their swimming experience when they sign up.

Age-group swimming meets can be a great deal of fun. In most cases, the best groupings are 10 year old or under, 11-12, 13-14, and 15 and over. Keep adults in separate classifications for competition. Keep races short, usually 25 yards for 12 or under and 50 yards for 12 or over. Adult races should be short, too—across the pool is sometimes better than one length.

Have a Program

You save a lot of confusion by having written instructions on where to gather, the order of events and other details. Be sure your officials are assigned well ahead of time so that your people don't have to stand around while you get organized.

Awards should be handed out liberally. Inexpensive medals, trophies, or ribbons satisfy most winners.

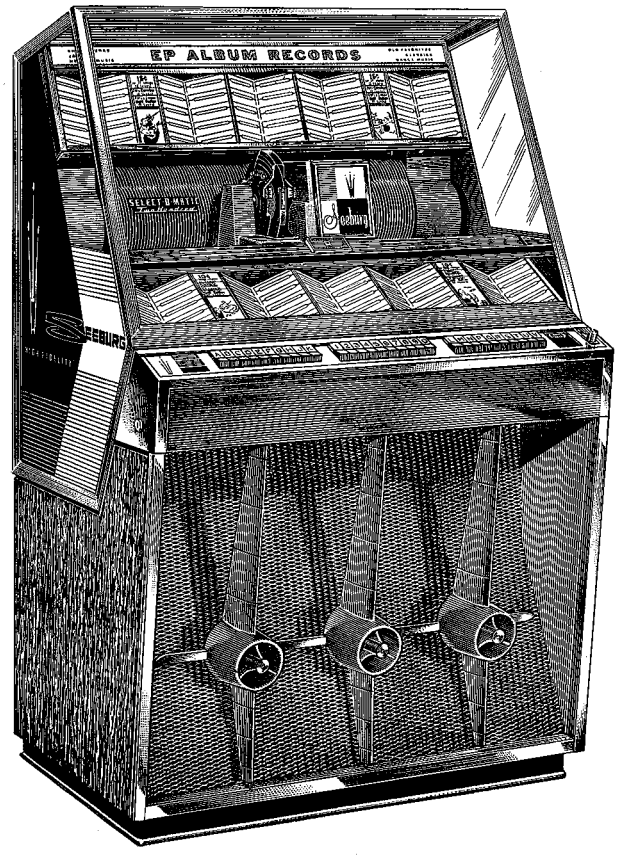
Company swimming parties are a excellent means to motivate interest i swimming activities.

These activities are limitless and ca be an important part of your yea round program. Most communitie have YMCA, YWCA, community cen ter, high school and college pools tha can be rented. Usual rental fees ru from $15 to $50 dollars per hour an in many cases special rates can b worked out for your industrial classe and swimming activities.

If you haven't tried a company swimming party or coeducationa splash party, we suggest you give you employees this guaranteed recipe fo warm weather fun.

1957 WORLD SERIES MOVIES

As in previous years, the Hillerich & Bradsby Company is making avail able to coaches, athletic directors o schools, institutions, and other organi zations the exciting movies of the 195 World Series. Nothing is left out—al of the dramatic action unfolds just as i happened last fall. A print of the film may be had through your sporting goods dealer.



Seeburg music systems

Two great new models, the "201" and "161." Both equipped with Dual Programming and Dual Pricing to produce greater earnings in every location.

America's Finest and Most Complete Music Systems

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if we hear from you within 10 days

RECREATION MANAGEMENT

is designed for the executives responsible for industry's ever-broadening scope of recreation activities. It helps you keep up-to-the-minute on recreation news. It carries complete information and reports on all employee activities. Here's a list of subjects to be covered during the next few months.

PICNICS • BANQUETS
CHRISTMAS PARTIES
TRAVEL CLUBS • ARCHERY
BICYCLING • BOATING
ROD and GUN • ICE SKATING
ROLLER SKATING • SKIING
SKIN DIVING • SPORTS CAR
MODEL BUILDING
HOBBY SHOWS • OPEN HOUSES
GOLF • TENNIS
HORSE SHOES • BOWLING

Each and every month "RM" brings you useful ideas culled from the hundreds of letters and reports received at the National Industrial Recreation Association in its role as the clearing house in all matters of industrial recreation. Information backed by seventeen years of non-profit service to industry.

3

YOUR CHOICE OF . .



only in RECREATION MANAGEMENT do you get a modern, fast reading magazine edited solely for the executives responsible for recreation activities. It's the magazine with the most complete round-up of recreation news . . . timely industry research and trend analysis . . . how-to-do-it ideas and methods. It's the book packed with features and departments covering all of industrial recreation.

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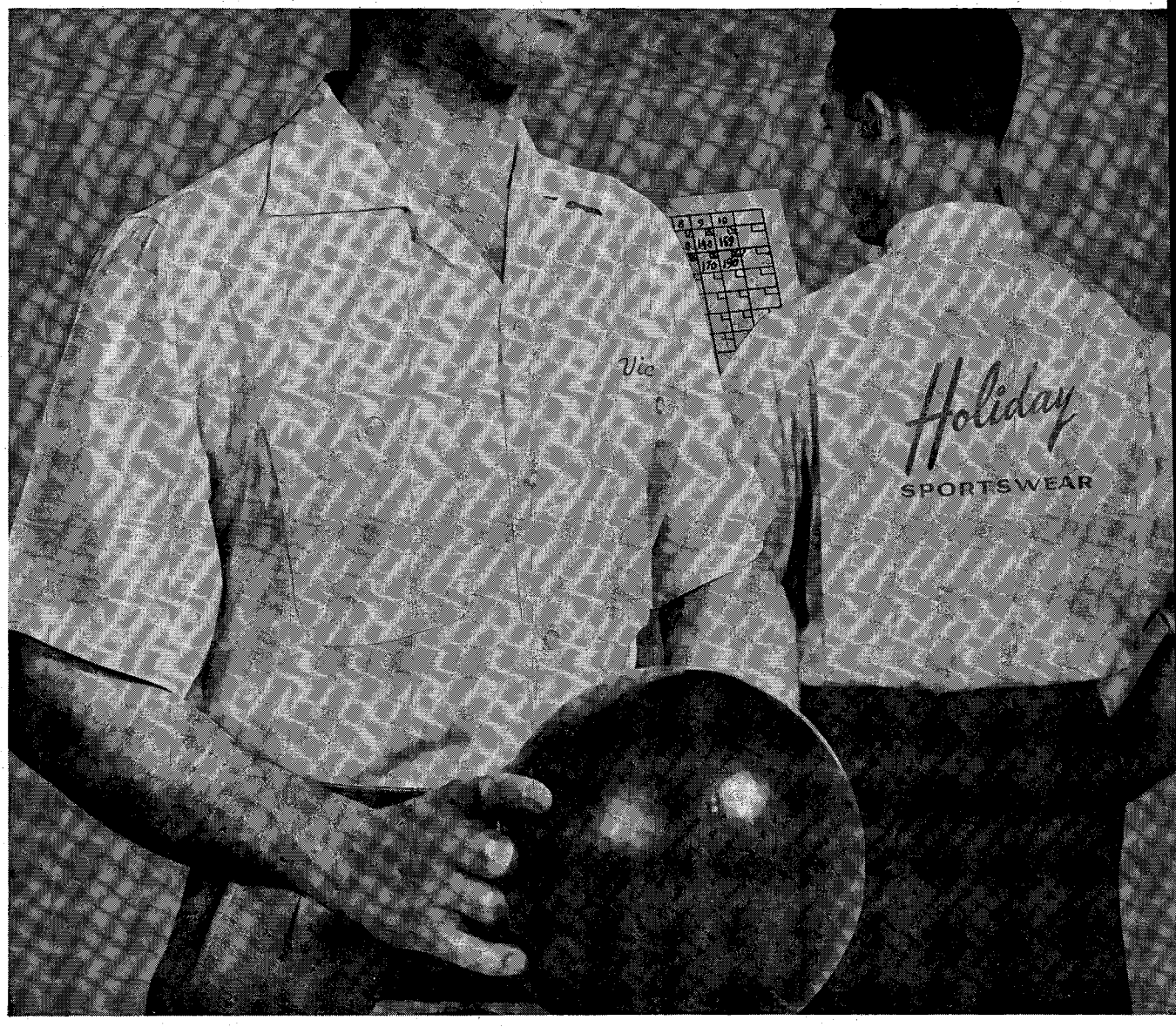
RECREATION MANAGEMENT

JULY, 1958

THE NATIONAL MAGAZINE OF RECREATION IN INDUSTRY



NATIONWIDE'S MURRAY LINCOLN SPEAKS ..... page 4
CHAMPION PAPER & FIBRE CO's COUNCIL ..... page 14
DUPONT—HOW TO RESEARCH A PROGRAM ..... page 16
ANYONE FOR CRICKET? ..... page 17



NOW! Real top quality bowling shirt for $4.95

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when you order direct from the factory!

- ☒ Identical to quality of other shirts selling at $6.95 and $7.95.
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Color preference_____

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TO EACH HIS OWN" AT GATES ubber Co. A wide variety of recrea- onal activities is offered to Gates ubber Co., Denver, Colo. employees the summer recreation program. This demonstrated here by employees rep- esenting Golf, the Outing Club, Boys all School, Softball, Bowling, Swim- ing, Horseshoes, Water Skiing, Arch- y, and Fishing. Lloyd Smith, Recrea- on Director estimates that between ,000 and 3,000 employees take part these outdoor activities. In addition, here are employees who engage in door activities such as Bridge, Danc- g and various games.



OCKHEED DRAG 'N PUFFERS carry n the best traditions of General Custer nd Sitting Bull in the LERC Pipe Club. Aore than just a club for pipe smoking nd "bull" sessions, the LERC Pipe Club as outside projects such as distributing ipes and tobacco to needy male pa- ients in local hospitals. Pipe collecting s another aspect of the hobby, and nembers like Rex Wonnel (left) and liot Herbert, club officers, demonstrate oth the contentment of pipe smoking nd two of their choicest hand-carved ipes. One club member has over 1,000 ipes—he also makes pipes for his riends, elaborately carved models, and xchanges them with famous pipe mokers, which of course adds to his ollection.

HAMM'S SKYLANDERS CLUB

Theo. Hamm Brewing Company, St. Paul, Minnesota, has an employee group of about 1200 members called the Hamm's Skylanders Club. Taking the famous "Land of Sky Blue Waters" theme, the club has a bi-monthly newsletter mailed to the homes of members from which they learn about recreation activities in which they can participate.

Emblem and membership card, reproduced at the right, are widely used. Emblem is used by the various activities as a sleeve or pocket patch. Membership cards are printed for Charter, Active, Life and Honorary members.

Colorful printing and design add a sense of value and employee identification to the recreation program at Hamm's.

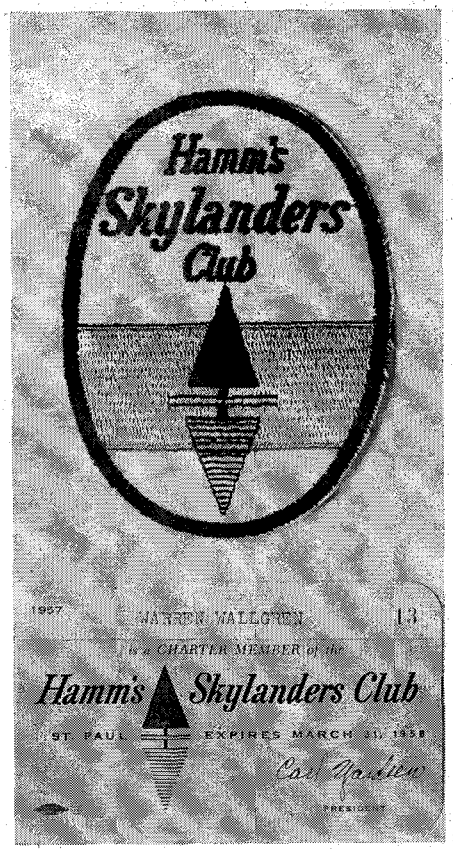


INDOOR GOLF LESSONS AT EASTMAN Kodak. Ray J. Walsh, Recreation Director for Eastman Kodak, Rochester, reports the enthusiastic participation of EK employees in indoor golf training. Shown above, from left, are EK employees Pat Lynch, George Temlitz, and Doris Schaefer, with golf pro Fred Purchase. These lessons are given to groups of five people every Tuesday evening in a room where EK has a Sterling Net and Twine golf net. This driving range is on pulleys and can be set up by anyone in about three minutes. Rubber tees are used on the drive pad.

A.T. & T. Employees Offered All-Expense Trip For Two to New York City

BELL NEWS, winner of the third annual Safety Awards program of the American Association of Industrial Editors, is passing its prize money along to Bell employees in the form of a new safety contest.

Employees are asked to complete a safety jingle with the winner getting an expense-paid weekend for two in New York City. Trans World Airlines is assisting on the transportation.



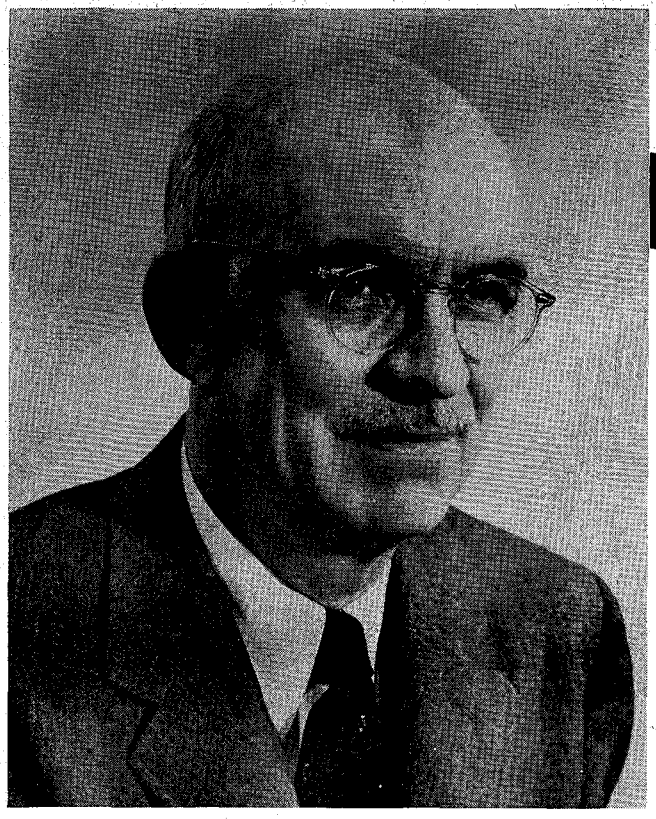
1958 MIDWEST GOLF TOURNEY

The 1958 Midwest Industrial Golf Tournament will be held at Woodridge Country Club in Lisle, Illinois, on August 16, 17, and 18. According to Ray Dietrick, the Woodridge layout offers 36 tricky holes of golf and will provide midwest industry's top golfers with a real challenge.



YELLOW IS SIX TIMES AS VISIBLE

The hunter arrayed in yellow is much more visible than the one garbed in red according to recent findings. Tests conducted by the National Rifle Association in cooperation with the California Optometric Association and the U. S. Army demonstrate the superiority of yellow.



TOP MANAGEMENT SPEAK

America's expanding future is the clue to ever-expanding employee recreation, according to Mr. Murray D. Lincoln, president, Nationwide Insurance Companies.

CARRY-OVER VALUES OF INDUSTRIAL RECREATION STRESSED BY NATIONWIDE

America's tremendous capacity to produce food and materials, almost beyond our capacity to consume, will surely lead us to less time on the job, more time for leisure. The ways in which people spend these additional free hours will, I believe, largely determine the kind of life they'll enjoy after retirement. If, through our industrial recreation programs, we can attract our people's minds and their hands to interests outside their particular vocations, then we'll have made a valuable contribution to their well-being.

In the course of doing these things, our recreation program will put added emphasis on service actitities as one of the most rewarding forms of recreation.

These activities will, I'm sure, continue to be beneficial to our employees, not only in preparing them for increased leisure and retirement but in offering them needed relief from the pressures of modern-day living. We intend to increase recreation activities which involve family participation, thus heightening the personal relationships and the resulting understanding between the people of our corporate family.

Mr. Murray D. Lincoln is president of the three Nationwide Insurance companies—Auto, Fire, and Life—and of a number of associated companies. He is also chairman of the board of C A R E, the international relief agency, and president of the Co-operative League of the U.S.A.

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RECREATION MANAGEMENT

THE NATIONAL MAGAZINE OF RECREATION IN INDUSTRY

JULY, 1958 Volume 1, Number 7

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Editor-Publisher
DON L. NEER

Associate Editor
DOROTHY L. IMMERFALL

Circulation Manager
DOROTHY B. MORRISON

JULY COVER—NIRA President-Elect Tom Croft, Chief of Employee Service, Convair, a Division of General Dynamics, Fort Worth, Texas, views the expanding future of industrial recreation with confidence.

(Conference photos by Dick Magness, 3209 Neville, Fort Worth, Texas.)

IN AUGUST "RM"

A PREVUE OF SOFTBALL'S BIG SHOW:
RM reports on the national tournaments in men's fast pitch and slow pitch, women's fast pitch and slow pitch which will climax a softball season enlisting the enthusiastic support and participation of thousands of industrial employees.

A WEEK-END IN NEW YORK:
How C.I.T. uses week-end vacations to stimulate employee participation.

45 YEARS OF SCOUTING:
The experience of Goodyear Tire and Rubber Co., Akron, Ohio, with Boy Scout troops as a means of company participation in youth development and community service.

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INDUSTRIAL ATHLETIC ASSOCIATION OF OAKLAND, CALIFORNIA SETS PATTERN FOR METROPOLITAN COUNCILS

by
Helen H. Iverson
Supervisor of Recreation
Oakland Recreation Department

[Editor's Note: This is the second in a series of write-ups on city industrial recreation councils and/or associations affiliated with the National Industrial Recreation Association.]

As early as 1919 the Oakland, California city recreation department organized what is believed to be the first city-wide Industrial Athletic Association dedicated to "promote sport for sport's sake in intra-plant and inter-plant recreation."

The association was founded following a survey of Oakland's industrial and mercantile establishments which revealed considerable interest on the part of management and employees for an association that could provide increased opportunities for participation in athletic games and contests, especially in the way of leadership, officials, equipment and facilities.

Sixty Firms Today

Starting in 1919 with nineteen companies as charter members and approximately 500 participants, the association has grown to a membership of sixty firms and well over 5,000 participants. Greatly aiding this growth has been the development of Employee Welfare and Athletic Associations within the plants in the Oakland area.

Up until 1940 the association's program was administered by two recreation supervisors assigned by the Oakland Recreation department. In 1940, the Industrial Athletic Association was incorporated under its own constitution and bylaws.

The officers consist of a president, three vice-presidents, secretary and treasurer. The vice presidents head three strong committees: Business, Men's Activities and Women's Activities. A Commissioner and two committeemen for each activity are appointed by the president. To insure experienced management, one of the committeemen usually advances to commissioner for the ensuing year.

OFFICERS AND DIRECTORS OF THE INDUSTRIAL ATHLETIC ASSOCIATIO of Metropolitan Oakland meet to consider plans for the current seaso **Left to Right—Front Row—**Mrs. Helen Iverson—Oakland Recreation Depar ment; Joe Rescigno—Naval Air Station, Alameda, President; Harry Miller—Do Oliver, Inc., Oakland, Chairman; Mrs. Kathleen Walsh—Oakland Recreatic Department. **Left to Right—Back Row—**Mrs. Lee Hague—Safeway Stores, Inc Mr. Owen C. Jones—Oakland Recreation Department; Miss Norma Fields—Moor Business Forms, Inc.; Miss Irene Nelson—Owens-Illinois Glass Co.; Jame Duncan—Standard Register Company; Miss Dorothy Bonner—Moore Busine Forms, Inc.; Miss Dorothy Partridge—Golden State Co., Ltd.; Mr. Jack Duffey— Harry Compton Sporting Goods.



Representatives of member firms and the officers meet monthly at an informal dinner meeting, usually at a facility of the city recreation dept.

Inter-plant competition in a wide variety of sports is the backbone of the association's program, both social and athletic. Today the greatest response is in softball, basketball, golf and bowling. Other activities include tennis, table tennis, touch tackle football, swimming, horseback riding, crew, folk dancing, charm classes, and millinery. Schedules and room facilities are coordinated through the city recreation department.

Women's Program

The association sponsors a special women's program for employees of member firms. Individual sports, such as golf, tennis, badminton, swimming, and horseback riding have great appeal. Leagues and tournaments are planned, organized and conducted with certified women officials and women coaches. Currently bowling is the favorite and is enjoyed as a year 'round activity. Golf is also popular. The "Sunward Golf Club" was recently organized for girls who have had little golfing experience and shows 79 members.

The key to the success of the Oakland plan has been the all around cooperation between industry, city and school officials on the development and use of recreation facilities.

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VONNEGUT HARDWARE CONCERT BAND

Early in 1943, about 40 men met in the Vonnegut Rec-ation Room for the purpose of organizing a band. This as the first Vonnegut Hardware Concert Band, sponsored the Vonnegut Hardware Company through its Recrea-on Committee.

Members furnish their own instruments and play for fun, uch as a choral group. The company supplies the band's usical scores, upkeep of musical instruments, and other sentials, as well as its recreation room for rehearsals.

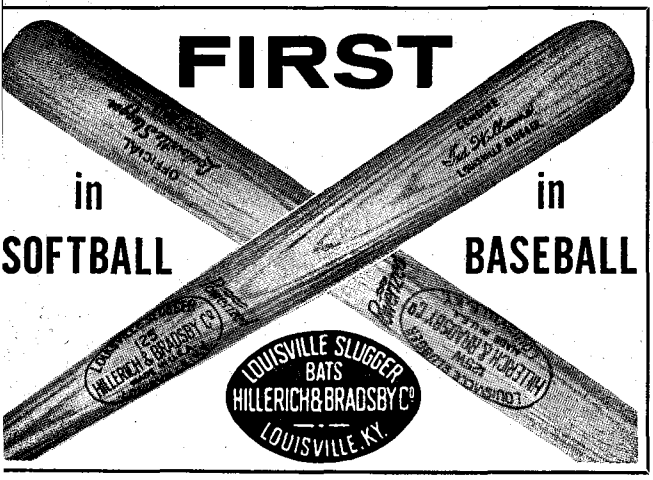
Edwin E. Kerner, a retired Vonnegut employee, has been e band director from the beginning. Seventy-nine years d, his interest in music spreads over many years, both as ayer and as a conductor in orchestras and bands.

At present, the band has fifty members with about irty-five men generally on hand for the regular weekly hearsals. The band is strictly an amateur organization, aying for the benefit and amusement of the citizens of dianapolis and its environs. Concerts have been held at e various City Parks, American Legion Parades, Little eague Baseball and many other types of civic activities.

The Concert Band has been an integral part of the over-l Recreation Program, providing recreation and enter-inment for the members of the band as well as for the mployees. They have been used many times to play for nnual Picnics, Dances and other activities.



—"Oompah" band at Vonnegut Hardware





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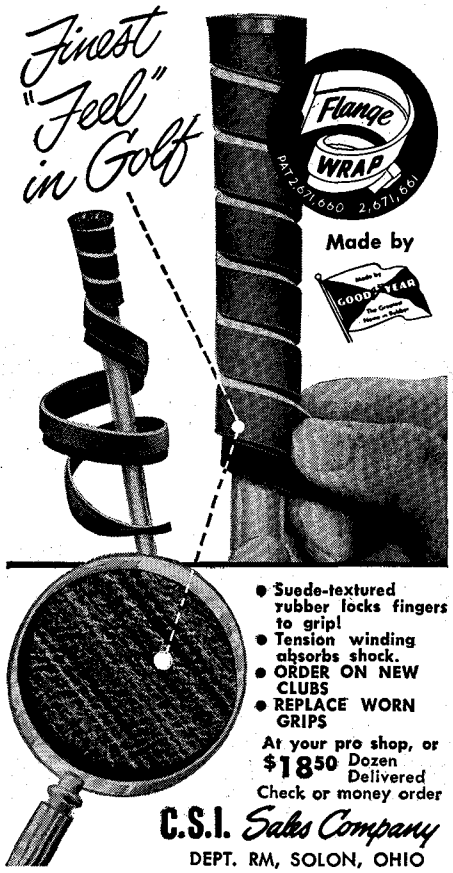


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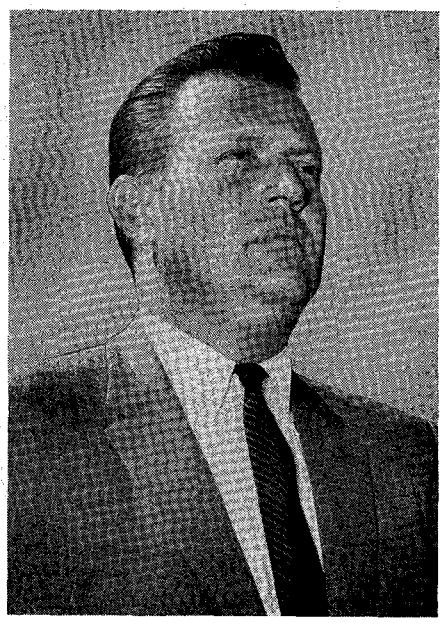
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NIRA PRESIDENTS—PAST AND PRESENT

LEFT: Newly-elected NIRA Preside Thomas G. Croft, Chief of Employe Services of Convair's Ft. Worth Plan

RIGHT: Past-President Kenneth "Tex Klingler, assistant personnel directo Consolidated Electrodynamics Corp Rochester, New York.

HIGHLIGHTS OF 17th ANNUAL CONFERENCE

The 17th annual NIRA Conference and Exhibit in Ft. Worth, Texas, May 18-21, was a rip-roaring success in every respect. What it lacked in numbers it more than made up in genuine Western hospitality and conviviality.

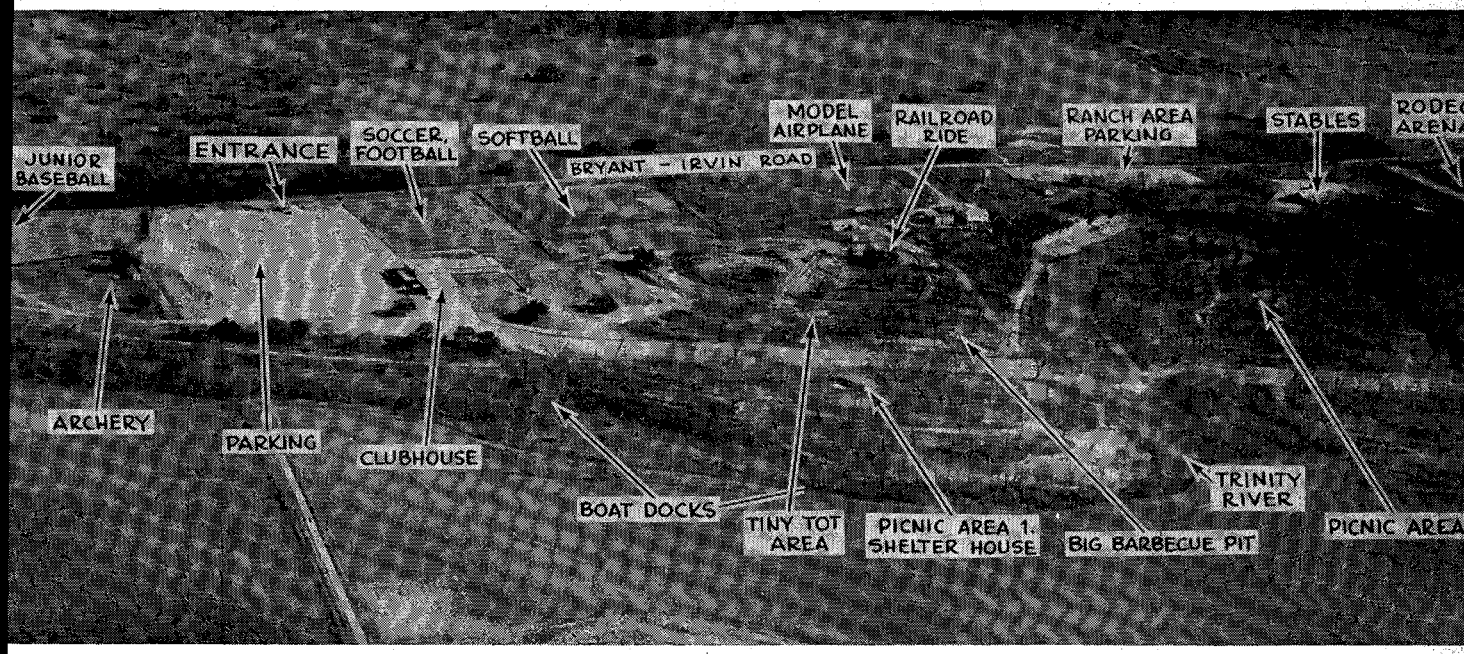
Approximately five hundred delegates, guests, wives an exhibitors played "cowboy" for four days and loved ever minute of their stay in the famous "city where the We begins," thanks to the sixteen hard-working committee



1958-59 BOARD OF DIRECTORS—NATIONAL INDUSTRIAL RECREATION ASSOCIATION

Following the annual business meeting in Fort Worth, NIRA's new board included: Left to right, seated: Martha L. Daniell, vice-president; John H. Leslie, vice-president; Thomas G. Croft, president; William I. La Bute, vice-president; Wm. C. F. Ziegenfus, vice-president. (standing, 2nd row) Left to right: C. E. Barnhart, Region 4 director; Walter Dowswell, Region 3 director; Charles Haggerty, Region 3 director, and Kenneth Klingler, immediate past president and Region director; Back row: M. J. Dore, Region 8 director; Robert F Janes, Region 6 director; G. M. Matlack, Region 4 director Dean Moneymaker, Region 6 director; H. S. Naish, Region director, and Don L. Neer, executive secretary. Absent Oskar Frowein, Region 1 director; Walter P. Sprangers Region 5 director and Charles G. Boyle, Region 7 director

Rodeo — Frontier Party — Activity Demonstrations —



T FORT WORTH—AIR VIEW OF THE CONVAIR RECREATION ASSOCIATION RECREATION AREA, 80-ACRE TRACT eveloped for employee recreation. This is where members of host Chance Vought Club and Convair employees staged estern rodeo. Clubhouse, 12,000 square feet, cost $165,000. Convair people helped build roads, barbecue pits, stone fences, boat landings, stables, and other features.

Festivities got under way Sunday noon with sixty exibits of the latest in industrial recreation equipment and ervices on display for the delegates' inspection.

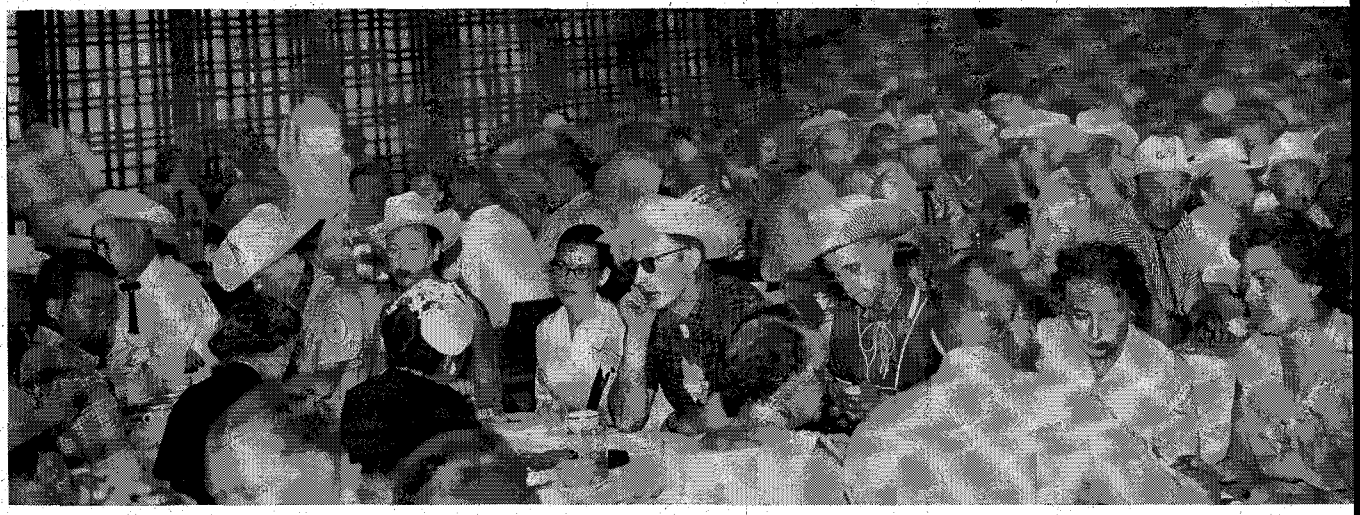
Darrell Royal, head football coach, University of Texas, nd member of the Wilson Sporting Goods Advisory Staff, et the conference challenge in the opening keynote address ith a four-point program of preparation, specialization, erspiration, and inspiration.

The Convair "Welcome Reception" wound up the first ay's program after two interesting panel-seminars were eld on the "Organization and Administration of Employee ecreation Associations" and "Recruiting and Training aid and Volunteer Leaders." Wives of delegates were aken in tow by Wives' Program Co-chairmen Winnie Leonard and Mary Smith, of Convair Recreation Assoc.

At 7:00 a.m. Monday morning, NIRA leaders convened for the Keyman Breakfast around the Hilton Hotel pool, where President Ken Klingler awarded gifts to the leading membership "salesmen" of each NIRA Region: Region One—Larry Benjamin, Rockefeller Center, New York City and Dave Chapin, Equitable Life Assurance Company, New York City; Region Two—Martha Daniell, Nationwide Insurance Company, Columbus, Ohio and Ben Kozman, Thompson Products Company, Cleveland, Ohio; Region Six—Robert Janes, Chance-Vought, Dallas, Texas; Region Seven—Ernie Wheatley, Hughes Aircraft, Culver City, California; and Region Eight—Bill LaBute, Automatic Canteen Employees Assoc., Scarborough, Ontario.

ATURDAY MORNING, MAY 17, THE "Old Guard" was hard at work to get he big show underway. Winding up a ear's business and getting things ready o turn over to the new Board of Directors took a lot of hard work and areful thought. Members of the outgoing Board present, clockwise from eft: Kenneth Klingler, president; William I. La Bute, vice-president; Thomas G. Croft, vice-president; Verne Vaught, egion 3 director; Martha L. Daniell, eg. 2 director; Dr. Harry D. Edgren, irector of research; Walter Dowswell, eg. 3 director; G. M. Matlack, Reg. 4 irector; Wm. C. F. Ziegenfus, Reg. 2 irector; John H. Leslie, vice-president; ern F. Peak, vice-president and Don . Neer, executive secretary.





WESTERN BUFFET LUNCHEON AT THE RIDGLEA COUNTRY CLUB

Vern Peak, Kaiser Steel Company, Fontana, California, and President Ken Klingler topped all "salesmen" with ten and eleven new members, respectively.

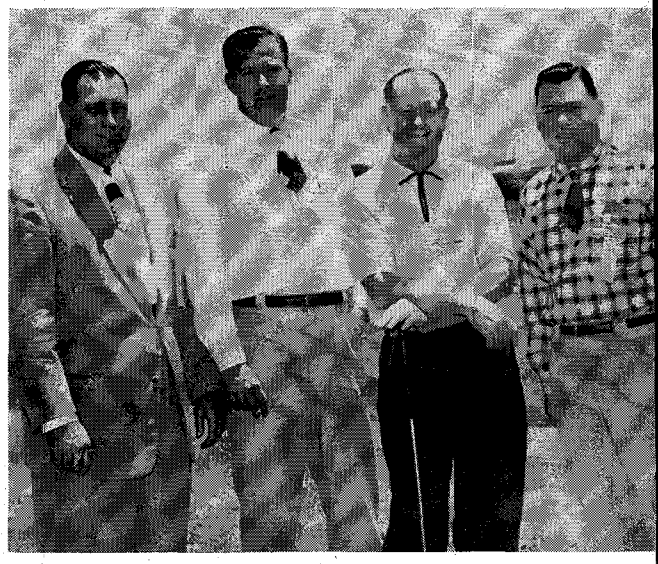
Following the champagne breakfast, three fine panels were featured on Monday on "Staging Special Events," "NIRA Travel Council," and "Music and Dramatics in Your Program." The Monday Luncheon was highlighted by a talk by August C. Esenwein, Vice-President, Convair, Ft. Worth, who emphasized the conference theme—Advancing With the Times—with appropriate and timely remarks on what recreation means to Convair.

Afternoon seminars on Monday included: "The Company Picnic," "Christmas Parties for Employees' Children," "Special Clubs for the Small Company Program," and a handicraft demonstration which rounded out the day's business activity.

Monday evening, Martin Hughes, international humorist, spell-bound the audience with the story of his exploits. This program was followed by meetings of all eight regions.

Tuesday morning the following panels held the interest of the delegates: "The Operation and Maintenance of Industrial Parks, Pools, and Centers," "Rifle and Pistol Programs," "Vending Trends" and "Industrial Recreation Predictions for the Future."

Tuesday's visitation program proved to be the main highlight of the Conference, with an attractive luncheon at



CONFERENCE CO-CHAIRMEN, I. B. HALE (left) and T. G Croft, both from Convair, stop for a visit with Byron Nelso (center) and NIRA executive secretary Don Neer before witnessing Nelson's golf demonstration at the Ridgle Country Club. This and other activity demonstrations were popular features of the conference.



BYRON NELSON, GIVING GOLF DEMONSTRATION AT RIDGLEA COUNTRY CLUB



R. SHANE MacCARTHY, EXECUTIVE DIRECTOR OF THE PRESIDENT'S Council on Youth Fitness, Washington, D. C., addressing the delegates at the ast Presidents' luncheon on "Youth Fitness—A Challenge for Industry."

PAST PRESIDENTS AT THE HEAD table starting third from the left included C. A. Benson, Eastman Kodak Co., Rochester, N. Y.; W. H. Edmund, Goodyear Tire & Rubber Co., Akron, Ohio; Ben M. Kozman, Thompson Products, Inc., Cleveland, Ohio, chairman; Dr. MacCarthy; Kenneth Klingler, Consolidated Electrodynamics Corp., Rochester, N. Y.; Carl Klandrud, Allis-Chalmers Mfg. Co., Milwaukee, Wis. and Ralph M. Isacksen, J. P. Seeburg, Chicago, Illinois.

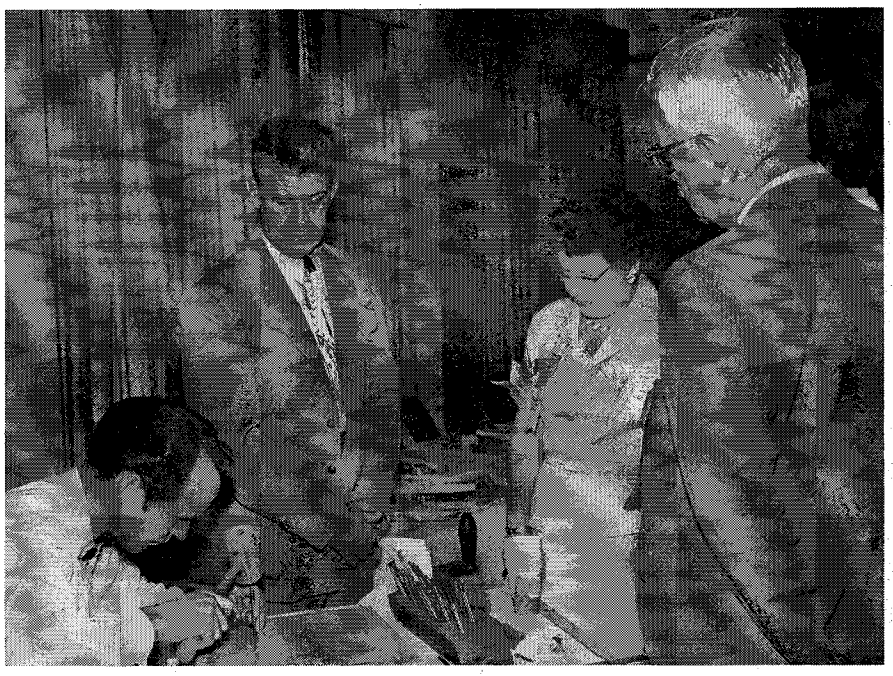
CONFERENCE HIGHLIGHTS

the fabulous Ridglea Country Club served western style followed by Byron Nelson's golf clinic. Bob Benn, Recreation Director, Grumman Aircraft Co., Bethpage, New York, won the delegate driving contest with Conference Co-Chairman I. B. Hale second.

From Ridglea, the delegates moved to a special staging area for the western parade, where over 100 saddle horses, stage coaches, surreys, chuck wagons, and other western means of locomotion were provided to transport everyone to the 80-acre Convair Recreation Area.

The balance of Tuesday afternoon was spent in visiting the various recreation areas in the 80-acre layout, dinner from Otha Coburn's famous chuck wagons, and an expertly staged

(continued on page 13)



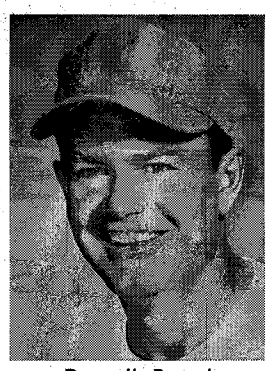
Handicraft Demonstration—Tandy Leather Company, Fort Worth, Texas



HANDICRAFT DEMONSTRATION proved to be of great interest to delegates to the conference who were looking for ideas for smaller activities groups within their employee groups. Many employees take interest in handicrafts of all kinds—leather working, ceramics, copper working, making jewelry, fancy sewing and knitting, painting, wood carving, to mention a few.

ONE OF THE HIGHLIGHTS OF THE Wives' Program was the Sports-Fashion and Water Show held during poolside breakfast at the Hilton Hotel, Ft. Worth. Wives also had shopping tours, a tea and book review, attended many of the events open to all delegates, including the banquet and floor show.

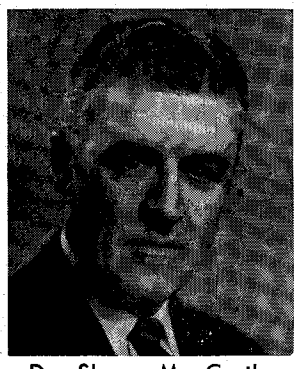
Conference Speakers —



Darrell Royal



August C. Esenwein



Dr. Shane MacCarthy



Homer & Jethro

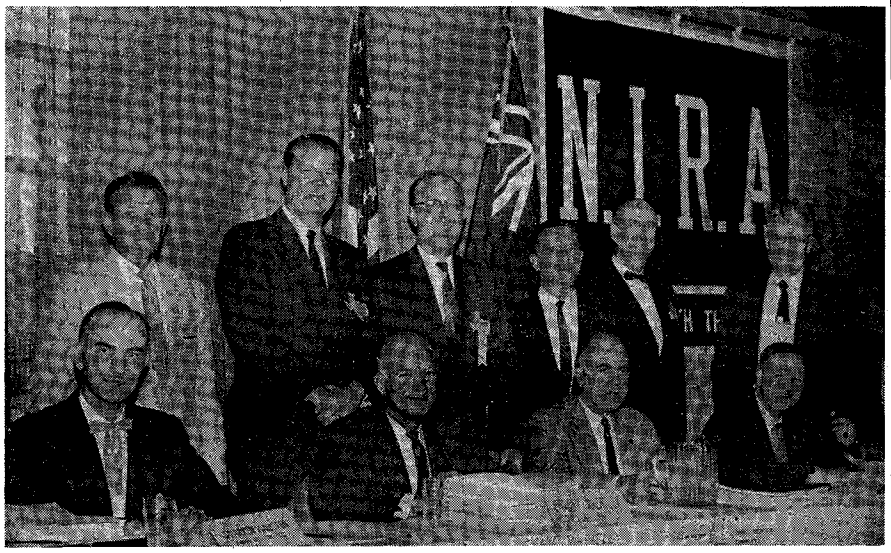
DARRELL ROYAL, HEAD FOOTBALL COACH, UNIVERsity of Texas, opening conference speaker, challenged the ingenuity of delegates in building their employee athletic programs. According to Royal, four things are required preparation, specialization, perspiration, inspiration.

AUGUST C. ESENWEIN, CONVAIR VICE-PRESIDENT, described how Convair had advanced with the times in perfecting their outstanding employee recreation program. He challenged delegates as industry recreation leaders not to be afraid to roll up their sleeves and call management's attention to the values—both to management and employees—in a well-planned and well-rounded program.

DR. SHANE MacCARTHY, DIRECTOR OF THE PRESIdent's Council on Youth Fitness proved intimately and dramatically to delegates the necessity for greater emphasis on physical fitness in the employee recreation program. He urged that industry take the lead in planning and programming youth fitness activities in the most tangible manner.

ONE OF THE MANY ENTERTAINMENT HIGHLIGHTS OF the conference was the stellar duo performance of Homer and Jethro who MC'd the fabulous Frontier Party at the Convair Recreation Area. The inaugural banquet floor show featured Dotty Ann Cooke, Roger Ray, Betty Martin, and Zaney Blaney.

PANEL SEMINAR—THE ORGANIZATION AND ADMINISTRATION OF EMPLOYEE RECREATION ASSOCIATIONS. Seated, l to r: Warren Wallgren, Theo. Hamm Brewing Co., St. Paul, Minn.; Ernest Wheatley; Hughes Aircraft Co., Culver City, Calif.; Charles Haggerty, Ford Motor Company, Dearborn, Mich.; Robert D. Delius, Tennessee Eastman Company, Kingsport, Tenn.; standing: John Wood, The Chemstrand Corp., Pensacola, Fla.; L. L. Jarl, Convair, Ft. Worth; A. Murray Dick, Dominion Foundries & Steel Ltd., Hamilton, Ont.; M. Forrest Bridges, Union Bag Co., Savannah, Ga.; George R. Bennett, Airco Assn., N. Y., and Charles H. Cunningham, U. S. Dept. of Agriculture.



PANEL SEMINAR—RIFLE AND PISTOL PROGRAMS, l. to r: A. A. Riehl, Mgr. Shooting Promotion, Remington Arms Co.; John R. Powers, Asst. to the President, Crosman Arms Co.; Clarence R. Gillaugh, National Cash Register Co., Dayton, O.; C. James Moyer, Kodak Park Athletic Assn., Rochester, N. Y.; G. M. Matlack, Aro, Inc., Tullahoma, Tenn.; at rostrum, Frank C. Daniel, Secretary, National Rifle Association of America, Washington, D. C.; Francis E. Howell, Sr., Olin Mathieson Chemical Corp., East Alton, Ill.; I. B. Hale, Convair, Ft. Worth and William Ehnert, Abbott Laboratories, North Chicago, Ill. This panel recommended the possibility of an annual NIRA Rifle and Pistol shooting contest to be conducted by mail, similar to contests staged by several NIRA members.





DOOR PRIZE DRAWINGS—Bill Hensel, president of Mainliner Club, United Airlines, San Francisco, Calif. accepts prize from John Hardy, Chance-Vought Aircraft, Sergeant-At-Arms, with Texas cowgirl who drew the winning prize.



REGIONAL CAUCUSES FOR ALL EIGHT REGIONS WERE held for the first time by all NIRA Regions prior to the Wednesday afternoon election of officers and Board of Directors for the coming year. Pictured above is caucus of Region 7.

rodeo. From 9 to 12 p.m. a Frontier Party with paper money for games and a full scale western program entertained the delegates with show-stoppers Homer and Jethro as MC's for the evening.

On Wednesday, two fine panels on "Sports" and "Techniques of Good Communications" were held before enthusiastic audiences. The past-presidents' luncheon developed into quite a controversial session, as Dr. Shane MacCarthy, Director of the President's Council on Youth Fitness, urged physical fitness emphasis in company programs.

The annual meeting and election of officers in the afternoon set the stage for the inaugural banquet and floor show in the evening. Tom Croft, Chief of Employee Service, Convair, Division of General Dynamics, Ft. Worth, was elected President of NIRA for 1958-59.

The floor show, courtesy of the National Association of Amusement Parks, Pools, and Beaches and the Dr. Pepper Company, featured Dorothy Ann Cooke, Roger Ray, Betty Martin, and Zaney Blaney.

The new Board of Directors voted the 1961 national conference and exhibit to Los Angeles over eight bidding cities. The 18th annual conference and exhibit will be held in Philadelphia, May 24-27, 1959, and in 1960 Detroit will be host.

Exhibit prizes were won by many of the delegates, including a week-end for two in Chicago by Bob Doheny, Minnesota Mining and Manufacturing Co., St. Paul, Minnesota; and a four-day trip to the World's Fair in Brussels, by John Gentile, Thompson Products, Cleveland, Ohio.

OLD AND NEW NIRA PRESIDENTS

Kenneth Klingler, left, and Thomas Croft, president-elect. Croft, Chief of Employee Service at Convair's Ft. Worth plant, has been active in NIRA since 1954. He was a director in 1956 and vice-president last year. He is a lifetime resident of Ft. Worth, and practiced law before joining Convair.

Four vice-presidents were also elected. They include Martha Daniell of Nationwide Insurance Cos.; William LaBute of Automatic Canteen Co. of Canada, Ltd.; William C. F. Ziegenfus of Sun Oil Company and John H. Leslie of Minnesota Mining & Mfg. Co.

Other new directors named, in addition to Leslie and Ziegenfus, are: Oskar Frowein, Republic Aviation Corp.; Charles Haggerty, Ford Motor Company; C. E. Barnhart, St. Regis Paper Co.; Dean Moneymaker, International Shoe Co.; Herb Naish, Convair-Pomona; and Mike Dore, Avro Aircraft, Ltd. of Canada.



Mixing Recreation With "Think" Sessions Pays Dividends In Management Development

When you get 100 guys together for 3½ days at a time for high powered "think" sessions, you're going to have to have recreation for them.

When you have five or six of these lengthy meetings in a row, stretching over three weeks, your recreational provisions had better be closely planned.

When these meetings are held at a camp on the shores of a high mountain lake, with no facilities for "getting into town," your recreation program had better please everybody, from active young men to easy going oldsters.

And you'd better plan your recreation program weeks, if not months, ahead of the time you put it in action.

by
Malcolm Bruce
Champion Paper and Fibre Company

These are the conclusions reached the hard way by The Champion Paper and Fibre Company, Hamilton, O., after three years of holding its famous Chapaco Councils at Lake Logan in the Balsam Mountains of North Carolina.

Ernie Nelson, the man in Champion's Industrial Relations department charged with being ringmaster, maitre d'hotel, scout leader, dispatcher, travel agent, and gripe smoother-over is philosophical about the job, but the first years added grey hairs.

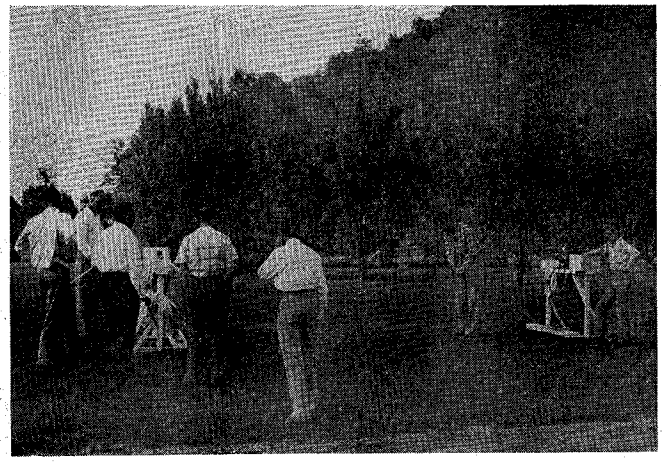
Chapaco Councils are meetings of Champion's management men, from foremen up to the chairman of the board. They get together to pick each other's brains for solutions to production problems, how to communicate more effectively up, down and across the company's lines of responsibility, future planning. The 3½-day meetings are concentrated "think" sessions.

Recreation is sandwiched between skull sessions for necessary reasons: "All work and no play makes Jack a dull boy." If participants don't have some fun and relaxation along with the mental grind, they're apt to have a mental "hangover" from the affair—instead of looking forward to the next.

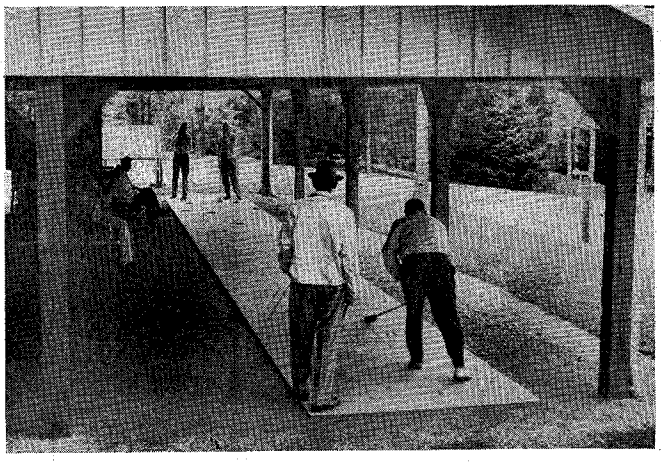
There are about 1,000 in Champion's management ranks, from the general office and mill at Hamilton, O., and from mills at Canton, N, C., and Pasadena, Texas. 100 men at a time can be slept and fed in Lake Logan's facilities—which is all that can be pulled off the job at one time in a firm that employs about 10,000 people.

The two main recreation questions that had to be answered when planning the Councils were: 1. How much recreation time? 2. What kind of recreation?

The answer to "how much time" was "as much as possible," consistent with the fact that this wasn't a holiday but a hard-headed approach to problems affecting everyone in the company.



MOST POPULAR RECREATIONAL ACTIVITY CENTERS around the golf driving range and near-by baseball batting machine provided for "think" session participants.



SHUFFLEBOARD IS POPULAR, AS ARE MANY OF THE individual rather than "team" activities. Facilities for cards and other games are also provided in the varied program.

Twenty-one hours of work and discussion sessions were slated for the three-and-a-half days. The planners allowed about 4 hours a day of recreation time between 8:30 a.m. and 8 p.m.

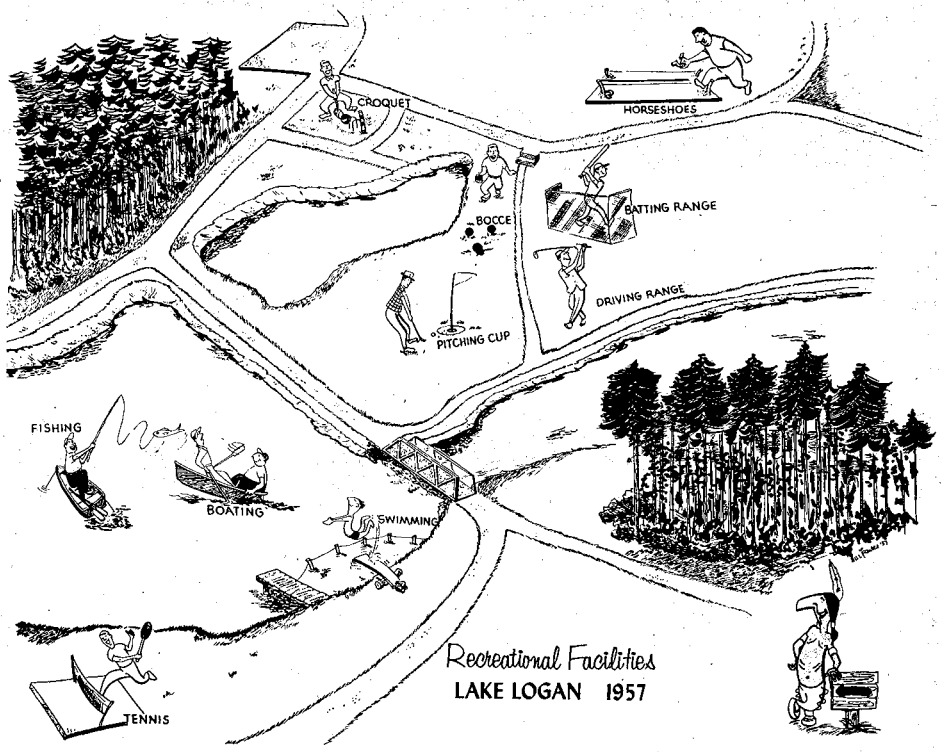
Is that about the right amount? Champion people are still not sure, but think it probably is. A questionnaire sent to all participants found that two per cent of those answering said: "too much;" 20 per cent voted: "too little," and 78 per cent said "just right."

The other problem in setting up the recreation program — variety — was partly solved by Lake Logan itself. Trout fishing is superb. Champion arranges to have temporary fishing licenses issued to those who want them, for $2.60. A nice added touch is freezing the fish caught by the anglers and providing heat-resistant bags to take them home.

The lake, of course, provides swimming mountain style—cold, that is—popular only among the younger, hardier men. Similarly, facilities for rowing and canoeing are provided those who want to use them. Life guards are on duty during the recreation periods.

There is one tennis court. Croquet is played occasionally. The four horseshoe pits are popular. Shuffleboard and boccie (the Italian form of bowling on the green) are very popular. A new variety of bowling, using light plastic balls and pins on a shuffleboard court, also gets good play.

But the heaviest use is made of a golf driving range and of a baseball batting machine. At the latter the men can stand up and swing at mechanically pitched balls to their hearts content, depending on their stamina and how many men are waiting their turn.



Boys are hired to shag the baseballs and golf balls. A chipping cup and green is also available for golfers.

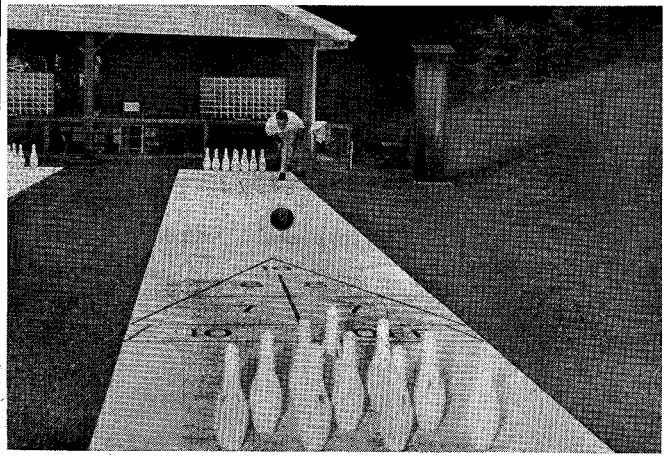
The recreation is *voluntary*. No one blows a whistle and yells, "All right, all out for the sack race." Variety is also important. Participants have a *choice*. They aren't restricted to just a few things.

The Councils also provide sedentary activities. All forms of card playing, bridge, gin rummy, and poker are popular. One night there is a short color movie on sports or travel. Group singing around the piano is not organized, but someone always sits down at the piano and starts to play.

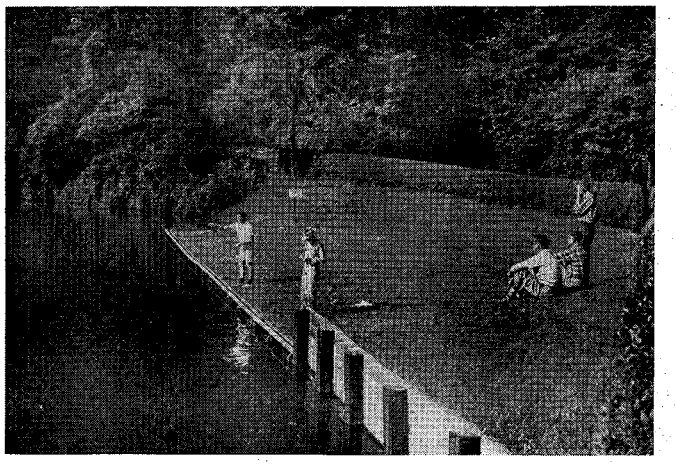
Incidentally, the bar is open 45 minutes before the evening meal and from 9 to 10:30 p.m. every night. People may stay up as late as they wish. Few are late-laters.

Food is varied, plentiful, and good. Sleeping is dormitory style in comfortable beds. Wash rooms are modern, clean and ample. Clothing is casual, and everyone is issued identical light rainproof jackets with the Chapaco insignia on them. Many wear these jackets to work when they get back.

The key to what Champion considers its very important Chapaco Councils is that recreation is varied, available, individual and voluntary.



A NEW VARIETY OF BOWLING, USING LIGHT PLASTIC balls and pins on a shuffleboard court gets a good play from company executives during recreation periods.



TROUT FISHING IS SUPERB AT LAKE LOGAN, AND Champion arranges temporary fishing licenses, encourages men to bring their own tackle, freeze fish to take home.

Recreation Program Attitude Survey

W. R. Kelk—J. J. Cunningham
Control Division, Engineering Department
E. I. du Pont de Nemours & Co., Wilmington, Delaware

How good is our recreational program? What do our employees think of it? Those are the questions we asked ourselves. We knew that the program administered by our Engineering Department Employees' Activities Association was a varied one, but we wanted to find out how good it was.

The EDEAA sponsors over forty different activities—sports, social and amusement events, clubs, and hobbies. The program is planned and carried out by committees of employees with only a small professional staff. Ninety-eight per cent of the 3700 eligible employees belong.

In our survey we were interested in checking the spread of participation, the recreational interests of our people, and their estimate of the benefits which they received from the program. We also tried to determine their ideas of benefits to the Company.

The following questionnaire was developed, with questions designed as springboards for discussions during the interviews conducted by members of the Personnel Relations Section.

A 4% sample of the Department headquarters building population (2300), which represents the largest block of the membership, was interviewed. Ninety-two persons were selected for interviews, representative in terms of divisions in which employees worked, ratios of men to women, and exempt to non-exempt personnel. Age distribution was noted and appeared reasonable. Names were picked at random from IBM lists of employees. Other possible stratifications of population, such as job positions, education, travel distance from home, and length of residence in the area were not considered.

Interviewers found employees quite agreeable to talking over their experiences and impressions of the recreation program. Most of them appreciated the opportunity of expressing their viewpoints. About a third of the survey was conducted by phone. The phone interviews tended to stay more closely to the questions as expressed on the survey form. Some results of the survey are shown by figures on the form.

Many comments were made as to the benefits to the individual or Company. The most frequently-mentioned individual benefit was the opportunity to meet and to get together with others. There was strong recognition that the recreational program promotes better employee relations and improves teamwork. This is an important benefit to us, since we are part of a large corporation where employees frequently communicate directly with those in other sections and divisions.

The activities in which people participated strongly favored social affairs. The annual picnic for the employees and their families had by far the greatest participation; dances came second, followed by the annual clam bake. Bowling was the only participant sport among the first seven activities mentioned; it was fourth, just above the Christmas Party for the employees' children.

QUESTIONNAIRE FROM EDEAA SURVEY

We're making a study of the EDEAA and I'd like to ask you a few questions. Your name will not appear on this ballot, so I'd appreciate your frank opinions.

1a. How do you regard yourself—as a very active participant in EDEAA activities, an average participant, or only an occasional participant?
- 6% ACTIVE
- 34% AVERAGE
- 52% OCCASIONAL
- 8% DO NOT PARTICIPATE

b. Can you name some of the major activities that you participated in last year? LIST: (see box below)

2. How would you rate the EDEAA—is it a worthwhile activity, just so-so, or isn't it necessary? WHY?
- 94% WORTHWHILE
- 5% SO-SO
- 1% NOT NECESSARY

3a. What do you think are the chief benefits that you *as an individual* receive by belonging to EDEAA?

b. What do you think are the chief benefits that the *Engineering Department* receives by sponsoring EDEAA?

4. Which of the following benefits of a recreation association do you regard as important, and which as least important—so far as you yourself are concerned?

An opportunity—	IMPORTANT	NOT IMPORTANT
a. To meet people in other divisions and sections of the Department.	83%	17%
b. To participate in organized activities which I would otherwise not have.	79%	21%
c. To introduce my family to others.	60%	40%
d. To keep physically fit.	40%	60%
e. To meet supervision informally.	64%	36%

5a. Are there any activities that you would like to participate in that do not currently appear on the EDEAA program?
- (17) YES
- (76) NO
- (7) NO OPINION

b. If "YES", ask: WHAT?

BACKGROUND INFORMATION:

( ) MAN ( ) WOMAN
( ) UNDER 35 ( ) 35-45 ( ) 45 AND OVER
( ) CONTROL ( ) DESIGN ( ) ESD
( ) SUPERVISORY ( ) EXEMPT ( ) NON-EXEMPT

ACTIVITIES WHICH INTERVIEWEES HAD ACTUALLY PARTICIPATED IN DURING THE YEAR (Answers from 92 Persons)

Activity	No. of Persons	Activity	No. of Persons
Family Picnic	37	Christmas Gifts Program for Children in Institutions	7
Dances	28	New York City Trip	6
Clam Bake	19	Bridge Lessons	6
Bowling	15	Fashion Show	6
Children's Christmas Party	14	Basketball	6
Mail Order Catalog Service	12	Blood Donor Program	4
Trips to Baseball Games	12	Trips to Ice Follies	3
Attend Summer Theater	7	Softball	3
Skeet Shoot	7	Lectures	2
Golf	7	Garden Club	2

This survey showed a good reception to the policy of a diversified and varied program. Few of the respondents had suggestions for additional activities. The heavy emphasis on social activities and surprisingly low (about a third) interest in keeping physically fit, is helpful in planning future recreational events.

It is quite simple, and we think profitable, to make an attitude survey of employee reaction to a recreation program. The results are a check on the effectiveness of an existing program and give information which may be helpful in enlarging or altering a program. The specific questions asked should vary according to the objectives of an organization's recreational program.

RM IDEA CLINIC

Anyone For Cricket? It's A Wicket Game

by
Bill Sherman

If you have the kind of company that likes to try something new every now and then, let me suggest cricket.

This game has been called everything from Anglicized baseball to berserk bowling, but wherever it's been tried, it has met with much enthusiasm. Cricket made its maiden appearance in the U. S. as far back as 1751, but it's popularity has not been widespread.

For the newcomer, cricket is not complicated, nor does it require much original expense for equipment. Its biggest demand is lots of room. Minimum dimensions should measure 450 x 500 feet, but its more desirable to have around 525' x 550', to allow maximum distance for the Ted Williamses.

The only equipment needed is 2 wickets, a cricket ball, bats and such protective equipment as shin-guards and gloves. A wicket is composed of 3 wooden stumps from 27 to 28 inches high, placed a maximum of 9 inches apart and mounted on top with small strips of wood called 'bails.' These little pieces of wood are only a ½ inch high and but 4⅜ inches wide.

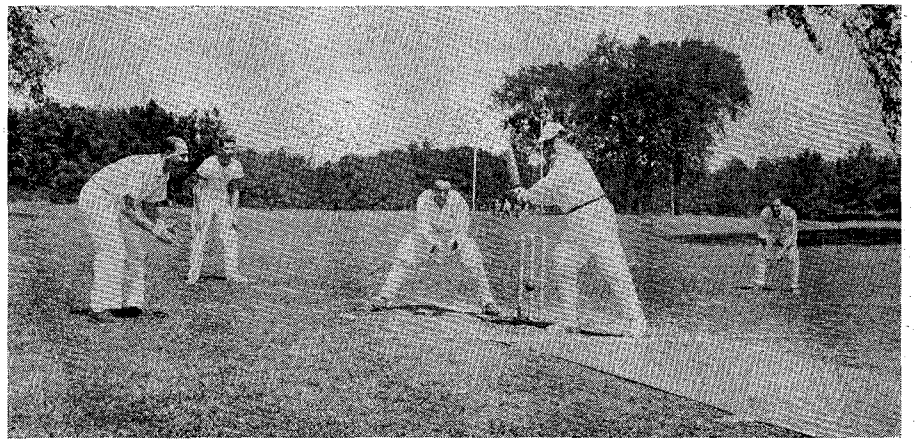
The ball is slightly smaller in circumference than the more familiar baseball, but its weight runs from 5½ to 5¾ ounces compared to the baseball's 5 to 5¼ ounces. As you might suspect, the cricket cover is thicker and harder.

Cricket bats and baseball bats, however, have little similarity. The baseball bludgeons must be all wood; round; have a diameter no greater than 2¾ inches but whose length may extend to 42 inches.

The cricket stick has a cane handle; its batting surface is wide—up to 4½ inches. Its surface is flat, paddle-shaped, and its length is restricted to 38 inches.

Cricket gloves are worn only by the wicket keeper, on left and right hands alike. They best resemble jazzed-up copies of hockey mitts. The shinguards are worn by the wicket-keeper and the batsman.

Teams are made up of 11 players each. In addition to the 2 main positions of bowler and wicket keeper (the 2 spots closest to pitcher and catcher) you can find such picturesque posts as point, cover point, mid-off, mid-on, short slip, third man, square leg, deep mid-off and deep mid-on.



Stromberg-Carlson's S-C Club at Rochester, N. Y. brought cricket to the company recreation program. The legware makes it hard to sprint between wickets.

A game is only 2 innings but some of these have been known to last 6 days. After a flip of the coin has decided which team bats first, the hitting team sends a batsman to each wicket. A bowler starts play with a stiff-armed delivery to one of the batsmen that spins off the ground in front of the hitter.

The pitch is made from the bowling crease which is 66 feet away from the popping crease occupied by the hitter. (These creases are remindful of the pitcher's and batter's box; the distance in baseball between pitching rubber and home plate is 60 feet, 6 inches.)

The surface in front of the popping crease must be firm and level. Matting placed over an even surface usually guarantees a smooth area as is shown in the picture of Stromberg-Carlson's Genessee Valley Park.

Unlike the baseball pitcher, whose foot must be firmly anchored to the rubber, the bowler may take as long a run-up as desired, but he must confine his footwork to the actual line of the bowling crease.

Hitters Delight

To point out that cricket is a real hitter's game, consider the fact that there are no foul balls—the batter can hit anywhere. Baseball's strike zone must look like Grand Canyon to a pitcher, when compares that to the small wooden bails perched atop the wooden stumps. The batter can be retired when the bowler gets the ball past that big wooden paddle and knocks off the bails. No wonder the pitcher needs only one strike to retire a hitter, and small wonder also, that batsmen have been known to make a hundred runs in a single at-bat!

The runs are scored by safely running between wickets after hitting the ball. Every time a batsman reaches a wicket while his batting teammate is doing likewise, a run scores. On long hits, the batsman may change wickets as many times as possible; each time they do so a run scores.

Whoever is opposite the bowling wicket becomes the batsman after the ball is returned for delivery.

Wickets are changed after 6 fair balls have been hit. Unlike baseball the bowler now changes and another bowler takes over. None of the other positions change, however, so there is a complete reshuffling of fielders.

The British are the originators of cricket whose staid customs dictated the rest sessions be spiced up with some variance of tea. Americans haven't decided whether orange pekoe is better than beer, but they do agree that it's a good game.

Recreation leaders that like to serve up a varied diet to their recreation starved personnel can't claim any longer that they're 'stumped' for something new to do.

RM INDUSTRY ITEMS



CARTER L. BURGESS ELECTED PRESIDENT OF AMERICAN MACHINE & FOUNDRY CO.

Carter L. Burgess, formerly president of Trans World Airlines, and chairman of the Citizens Advisory Committee of the President's Council on Youth Fitness, (R/M Feb. '58) was elected president of American Machine & Foundry Co. in February.

Office Workers' Salaries Rise Seven Dollars In Three Year Period

The National Office Management Association in a survey covering 6,000 companies found that the average office workers' salary is $64.00 a week. This is a $7.00 rise since 1954. Biggest gains were made by cost clerks and tabulating machine operators.



IN APPRECIATION—Ken Kellough, standing center, corporate Welfare & Rec director, points out to divisional W&R representatives Red Cross plaque presented to North American Aviation, Inc. "in appreciation of support of community blood service". From left, Jennie Muncaster, Rocketdyne; Harry Martin, Al; Maxine Haun, Autonetics; Kellough; Jack Garland, MDD, Estelle Campbell, Los Angeles, California.



FOUR MEMBERS OF THE NIRA Travel Council talk travel in the Abbotsford Booth at the Fort Worth Conference. From left: Si Kriegel, Crown Hotel, Miami Beach, Fla.; Dick Todd, Abbotsford VP; Wally Dowswell, Motorola, Chicago; and Ben Kozman, Thompson Products, Cleveland, Ohio, Chairman of the NIRA Travel Council. Represented at the meeting were associate and affiliate members in the travel business.

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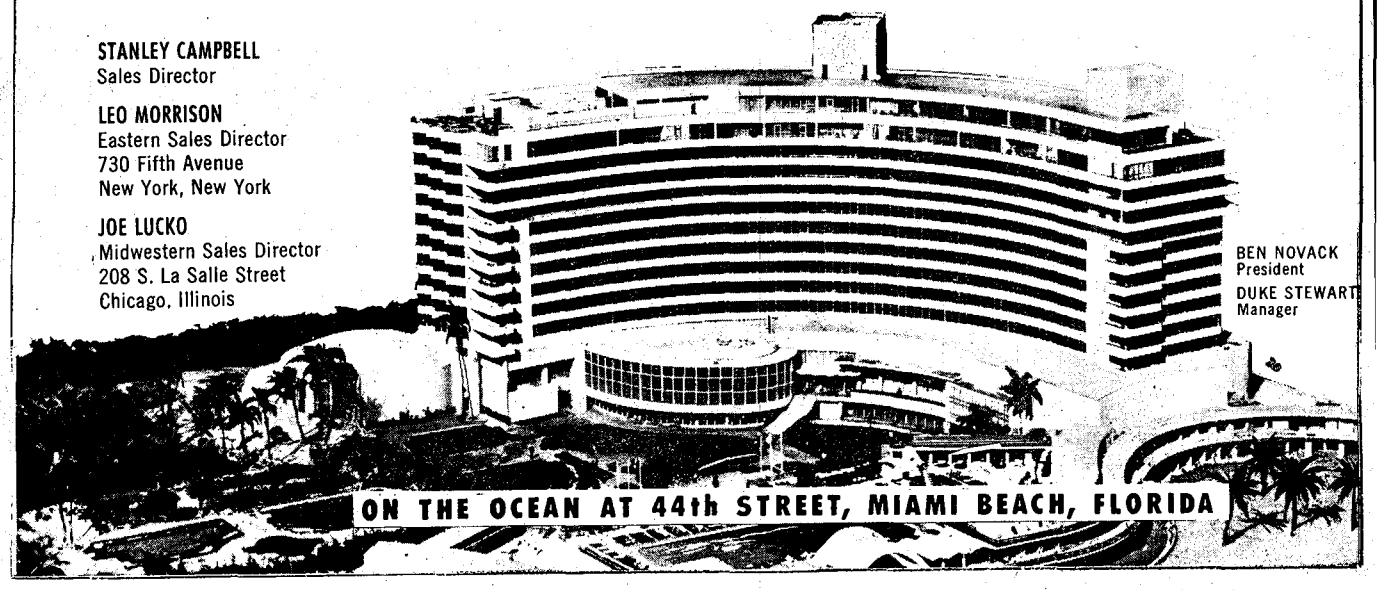
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HORSE SHOES • BOWLING

Each and every month "RM" brings you useful ideas culled from the hundreds of letters and reports received at the National Industrial Recreation Association in its role as the clearing house in all matters of industrial recreation. Information backed by seventeen years of non-profit service to industry.

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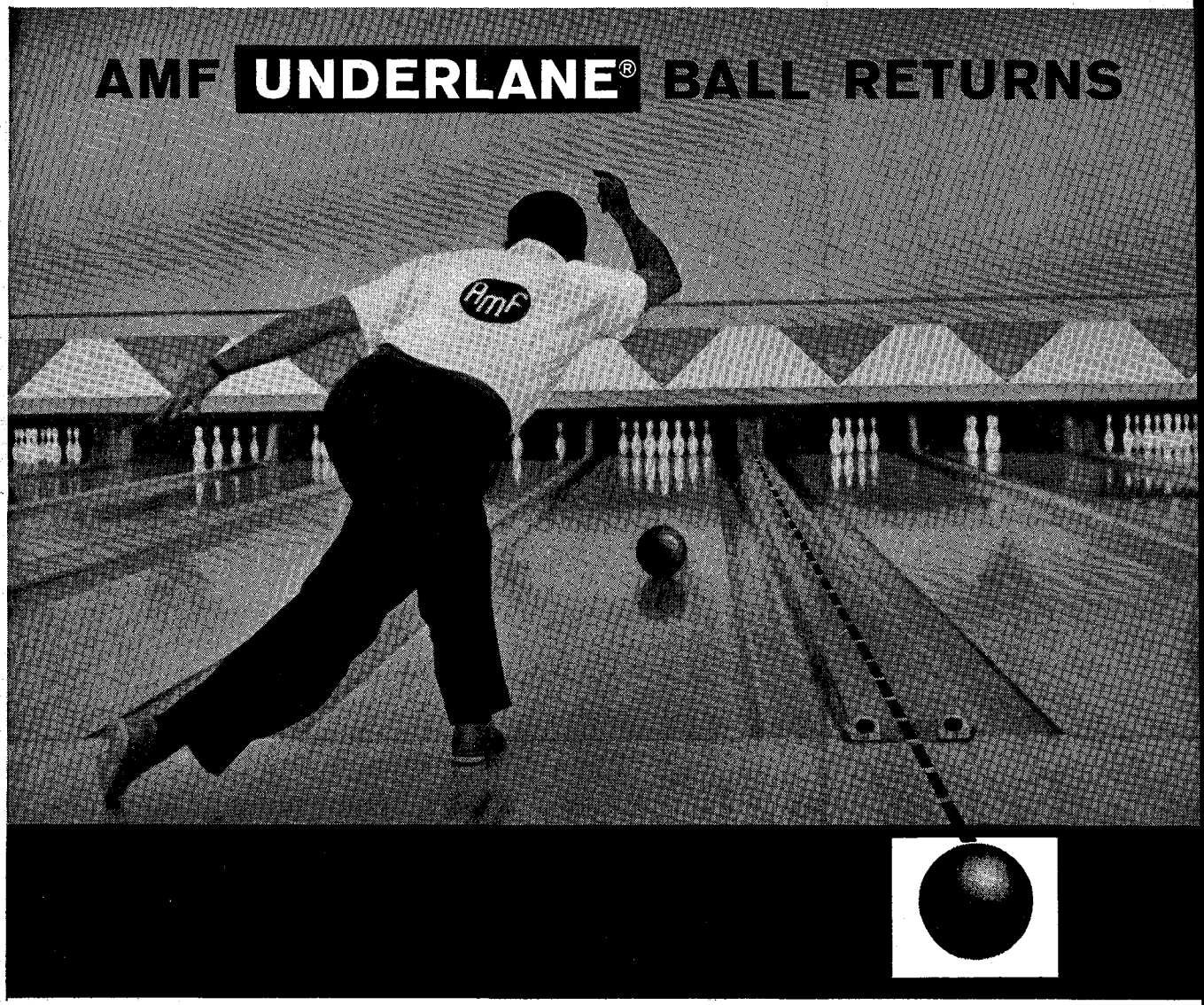
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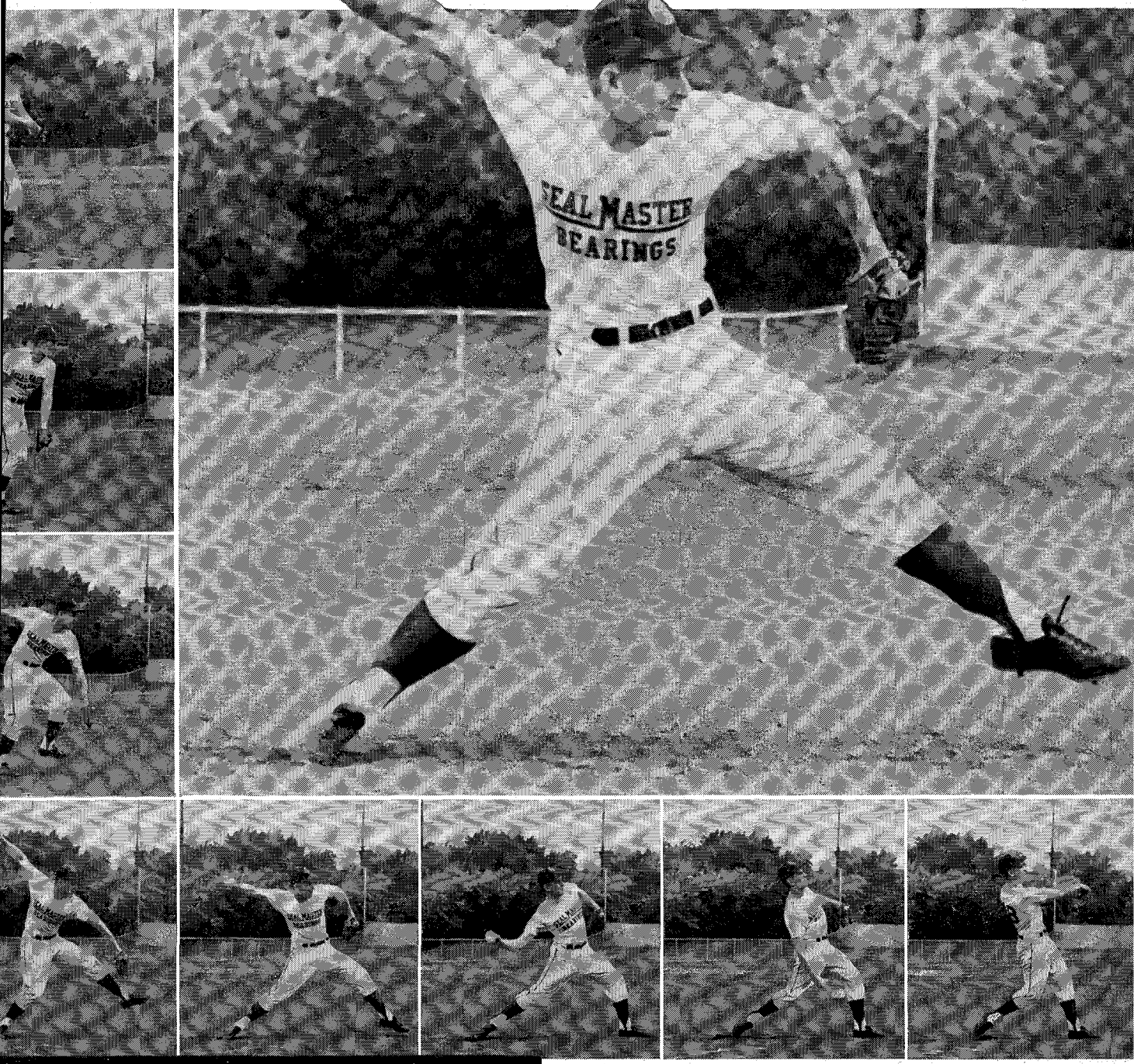
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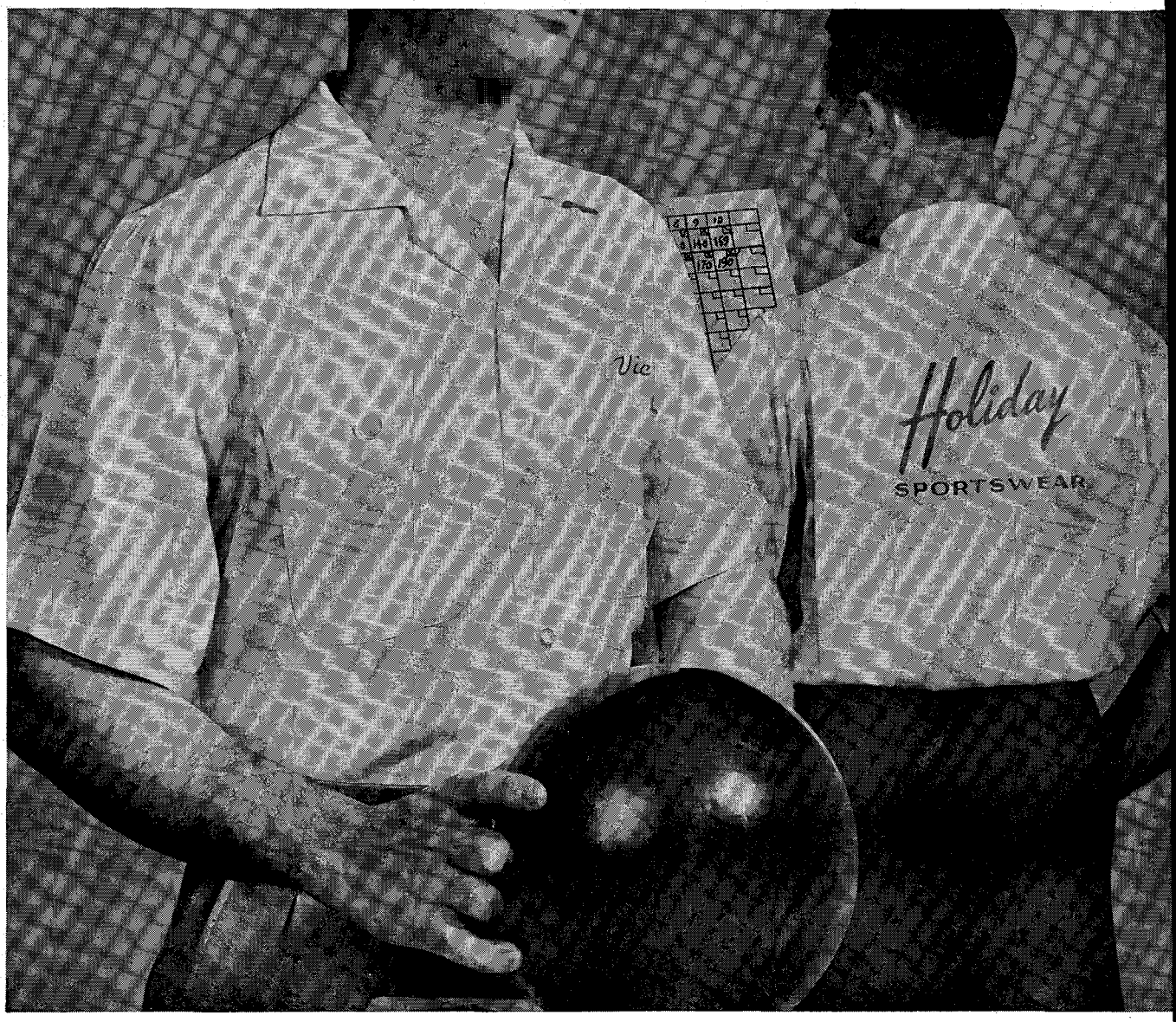
RECREATION MANAGEMENT

AUGUST, 1958

THE NATIONAL MAGAZINE OF RECREATION IN INDUSTRY



MOTOROLA'S ROBERT GALVIN SPEAKS ..... page 4
WEEKEND TRIPS ADD ZEST TO CONTESTS ..... page 6
45 YEARS OF SCOUTING AT GOODYEAR ..... page 14
HIKERS FIND RECREATION, FELLOWSHIP ..... page 16



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The Sleeping GIANT

by Don L. Neer*, Executive Secretary
National Industrial Recreation Association



Today I want to talk with you about *a sleeping giant.* 'm sure all of you are familiar with the legends of Paul unyan. As a boy growing up in Northern South Dakota nd Minnesota, I never tired hearing the exploits of the iant Paul and Babe, his blue ox. I think from this folk-ore I learned to believe in giants. I like to think it was aul who lured me from the comforts of my home and ave me the pioneer courage to work my way through the niversity of Minnesota. He seemed to say, *"You can be a iant too, if you believe in yourself!"* History is full of iants: Einstein, Henry Ford, Marconi, Lindberg.

There are giants all around us. All we have to do is to estir them, and put them to work. Giants, you see, are orn in the minds of men, not out of the self-satisfactions of he past. Nothing, we are told, is so powerful as *an idea hose time has come!*

I have been watching an idea stir in the wilderness now or some time. In the last two and one-half years I've had close look at this slumbering giant—I've felt his muscles, xamined his skill, and studied his I. Q.

Yes, I've seen this giant in the faces of earnest men nd women who make up our Board of Directors—I've een it in our Executive Committee, when recently some f the busiest took time out to wrestle with Bylaw changes hich will make NIRA function smoothly and equally for ll members—I heard it in the silent tones of a soft prayer hat was uttered as we began the opening session of our 6th National Conference in Chicago this June.

I have seen the giant at work in the letters that con-inually say to me—"What can I do"—"I will be happy o serve"—"When do you want me to go to work?"

I have heard it in the voices that call on the telephone, oices that suggest ideas and ask questions and make ap-ointments. I have seen the giant stir awake in the vast ew plans for our new national magazine, RECREATION ANAGEMENT, in our regional workshops and con-erences such as this great California meeting.

I have seen it in the earnestness with which our national taff has pitched in to make our Association industry's ational clearing house in all matters pertaining to in-lustrial recreation.

Yes, I have seen this giant stir awake in a hundred lifferent places. So many, in fact, that one of the real roblems we must solve is *when* and *where* and *how* much *ime* and *money* we can devote to the job that is before is. The question is how can we harness this force that ve are just now beginning to define and comprehend.

I'm sure that many of the pioneer industrial recreationists know the magnitude of the challenge of the industrial recreation movement. One of our keynote speakers at the recent Chicago conference, Robert Galvin, President of Motorola, stated: "In my estimation, the newest profession in our industrial society is that of industrial recreation. Ironically, it has only been in the last few years that this type of formal activity such as you are engaged in has become adequately recognized in our industrial society. Only the first few chapters of what you can accomplish for American industry have been written."

Do you see this industrial recreation giant. . . . . 52,000 companies with *70 million individuals* located in every state and province in North America. Hard working people, with different interests and skills, who for the most part are the product of a time in American life when recreation was considered waste, when opportunities for recreation in terms of time, program and facilities were hardly in existence, who now for the first time have leisure time for something other than the essentials of existence; time to do some of the things they have always wanted to do. Enlightened employers are beginning to realize that the welfare of their employees and their capacity to enjoy life is the most important part of every company. That the director of recreation is a vital member of management's team; that employee rapport is so interwoven with production that success or failure depends on that company's program of human relations.

Am I dreaming? Am I thinking in platitudes? No, I don't think so! My job, as I see it, is to help wake up that sleeping giant—to loose the bonds that hold him down—to free him for the great days just ahead . . .

How? First, by releasing the bonds of *management opinion* . . . a great many executives are still looking at industrial recreation with the attitude that "what employees do during their spare time is their own business." We must all realize that we have a big selling job to do . . . we need to stress and restress the benefits and values of our programs. Such values as physical fitness, relief from job tensions, the finding and development of leaders, the

continued on page 18

*Excerpts from an address given at the Eighth Annual California Recreation Conference (Industrial Section) February 17th at Fresno, California. Format credit should be given to Glenn B. Sanberg, Executive Vice President, American Society of Association Executives.

TOP MANAGEMENT SPEAKS:



Industrial Recreation Builds Leaders—It Also Creates A New Corporate Image In The Community—

Industrial recreation is an extremely important activity in the Motorola scheme of things. I've given it a great deal of thought and attention. I've participated in many of the programs. Perhaps this latter is selfish because the participation has done me a lot of good, and I'm convinced that participation has been good for my associates.

I certainly don't claim to be an expert in analysis of the operating phase of recreation programs, but I do claim to be an enthusiastic participant and supporter.

The basic objective of industrial recreation is to recognize man's needs as a social entity. This is a sound objective.

Industrial recreation has given opportunity for personal expression, individuality and recognition to the men and women in industry. This is an essential part of full membership and belonging in an organization.

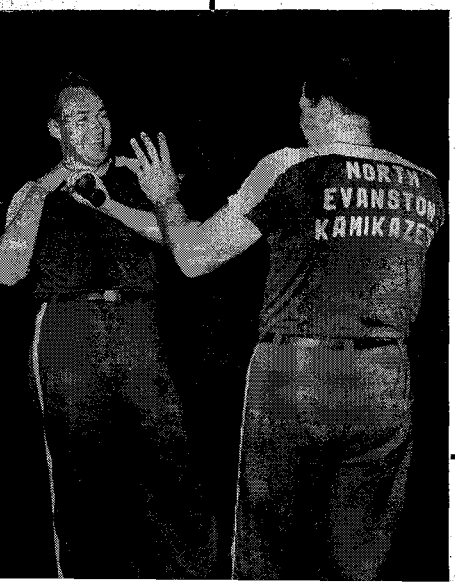
Through recreation people become better acquainted. We find many interests in common with each other. We gain better understanding of each other. We break down and overcome those persistent barriers that God seems to have given us as worthy obstacles to overcome. In the process, people have fun. I think people should have fun.

Viewed from more than a personal standpoint, recreation is good for the corporation. Being known as a company with a sincere recreation program helps in recruiting. Our company is more attractive to a new employee.

Further, family recreation and community recreation are real values to the family. Company recreation ties in with this, bringing the family, community and company closer together.

Finally, new leaders are frequently discovered as the driving forces in company recreational sports and clubs.

Taken altogether, the recreation activities at Motorola are a natural, mutually enjoyable extension of wholesome, on-the-job relationships. Our programs have long been one of the strong links in the communications chain among all of us here. I feel confident this will continue, with even greater vitality and enthusiasm, in the years ahead.



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President of Motorola, Inc.

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RECREATION MANAGEMENT

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IN THIS ISSUE

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COVER BOX

Stephens-Adamson's Harvey Sterkel, one of the nation's top softball pitchers, shows the form that carried the Sealmasters of Aurora, Illinois, into the national ASA 1957 finals. Sequence photos, at one seven seventieth of a second, present a unique study of his powerful delivery. See page 12 for a full page treatment of a front view of his delivery.

IN SEPTEMBER "RM"

SOLVE RETIREMENT PROBLEMS

RM reports the methods many companies are using successfully to tackle one of the nation's most pressing problems: retirement.

LET'S TALK TRAVEL

The first of a series of articles to appear in RM on how to organize and operate an employee travel club.

BOWLING BRIEFS

With a big year of bowling rapidly approaching RM offers suggestions on how to make it bigger.

CAPE CANAVERAL LAUNCHING

A look at recreational activities of U. S. misslemen at Cape Canaveral: launching boats instead of rockets.

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A week-end vacation with de-luxe trimmings proved to be one of the most relaxing and gayest vacations ever for Evelyn and Charlie Maggiore, employees of C.I.T. and members of the C.I.T. Club, CITizens social group.

Winning this week-end vacation in the big city was as simple as pulling a name out of a hat—for that's how Maggiore won. Three out-of-a-hat drawings were conducted to determine the winner. First, the lucky floor in the home office was drawn. The next day, while suspense mounted, the lucky department was chosen in the same manner. Finally the suspense was dispelled when Charlie's name was drawn.

For Charlie, Statistical Department Supervisor, it meant a quiet pleasant hotel room with no household chores, two days and two nights of sightseeing and entertainment, and the exotic Honolulu-flavored food and drink with dancing at the Hawaiian Room—with genuine hula dancers.

The contest was sponsored by the Lexington Hotel and the C.I.T. Clu Home Office CITizens group whi carries on employee recreation pr grams of all kinds.

Second-prize winners joined Ma giore and his wife for the dinner a theater party the first evening. Centr Park, window shopping, and oth "sight-seeing" seldom done by nati New Yorkers added the sparkle of t unusual to the week-end.

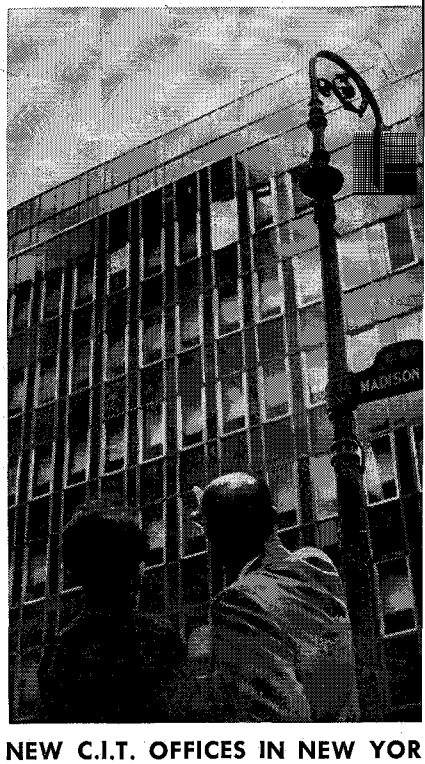
Week-end vacations are fun. Th can usually be planned on an ine pensive and yet fully satisfying bas without traveling any great distan from home or involving any lost tin from the job.

At the same time, they can ser as a contest stimulator which can carried on frequently, keeping intere high from week to week and month month. The variety of potential a tivity afforded in or near most co munities makes the week-end vacati a most attractive interest-builder f all sorts of employee programs.

Week-End Vacation Offers Opportunity To Add Zest To Employee Contest —



RIDING AROUND CENTRAL PARK IN THE HISTORIC HORSE-DRAWN CAB leaves vacationers with pleasant memories of a week-end vacation that was not only exciting, but restful and relaxing.



NEW C.I.T. OFFICES IN NEW YOR are visited by weekend vacatione Charles and Evelyn Maggiore.



BREATH OF FRESH AIR BETWEEN
e acts of "New Girl In Town"



FEATHERED FRIENDS IN CENTRAL PARK'S BEAUTIFUL OASIS IN THE MIDST
of steel and concrete welcome the attentions of the week-end vacationers.



ALOHA" AND A LEI FROM ONE OF THE ATTRACTIVE
aff at the Lexington Hotel's Famed Hawaiian Room.



A "HOE-DOWN" VERSION OF THE HULA IS NO TRICK
for Charlie, who says, "It sure beats working for a living."

RM **FEATURETTE**

EDICATE SUN CENTER— UNOCO EMPLOYEE ECREATION BUILDING

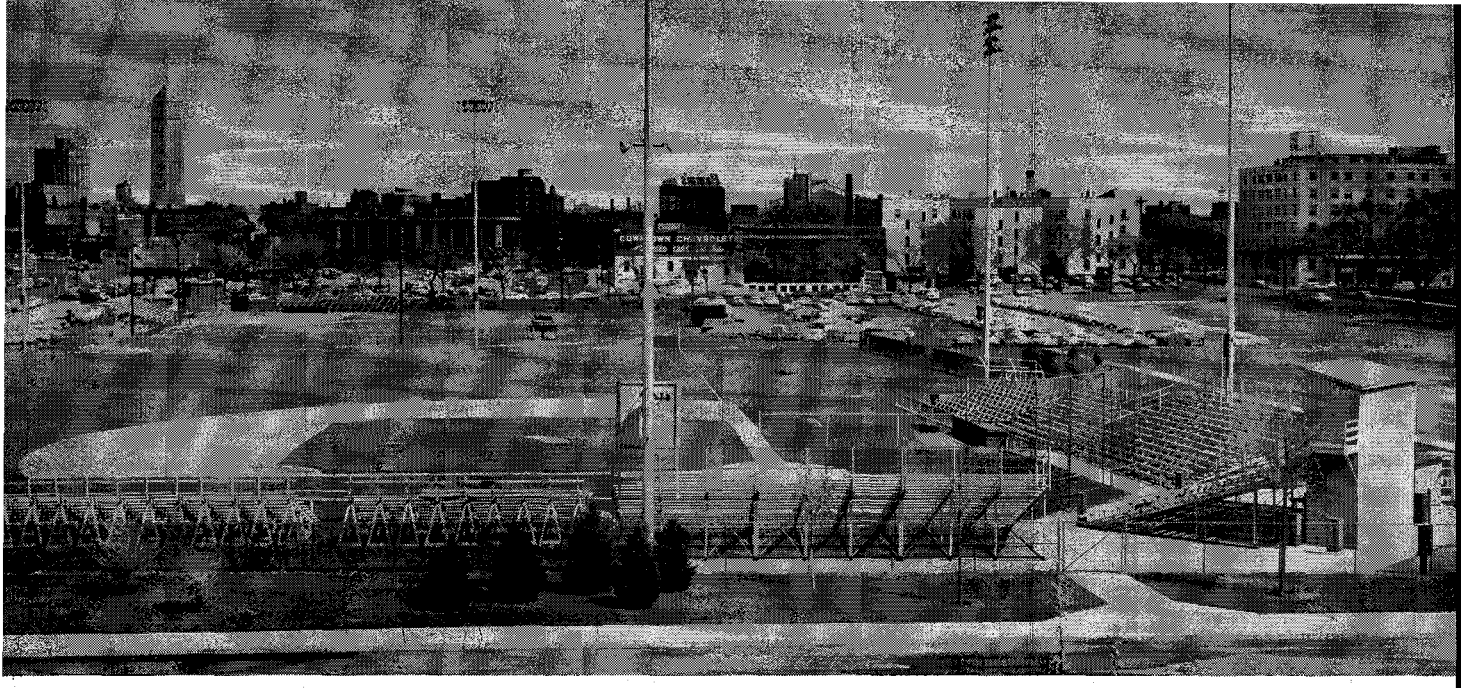
One of the largest and most modern employee recreation buildings was edicated recently at the Marcus Hook, ennsylvania, plant of Sun Oil Com- any on the company's grounds near eltonville.

Constructed at a cost of approxi- ately $675,000, the structure covers area 208 x 216 feet, or over an re. It will serve as a social and rec- ational facility in the interests of un employees.

The main auditorium provides banquet seating space for 2,000 and for 4,000 for meetings. The floor may be used for two basketball courts, or for exhibition tennis with seats for 2400.

C. Calvin Naylor, Marcus Hook Refinery Manager, pointed out that one of the real needs for such a building is to provide space for annual affairs. He said: "Our organization has now grown to the extent that no hall in Delaware County is large enough for our dinner meetings."





Plush Parade Two diamond in Minneapolis, site of the 1958 men's fast pitch World's Softball Championship.

MEN'S *fast pitch*

WORLD'S SOFTBALL TOURNEY BIG LEAGUE IN THRILLS

HOW THEY FINISHED IN 1957

	W	L
1—Clearwater, Fla. Bombers	6	0
2—Aurora, Ill., Stephens-Adamson Mfg. Co., Sealmasters	4	2
3—Montreal, Canada, Steinbergs	7	2
4—Miami, Fla., Dixie Lily	4	2
5—Stratford, Conn., Raybestos Cardinals	3	2
6—Bossier City, La., Madden Co.	3	2
Clearwater, Fla., Tile and Terrazzo	2	2
7—Long Island City, N. Y., De Jur Amsco Cameramen	2	2
Norristown, Pa., Blocks	2	2
Norfolk, Va., Naval Station, U. S. World-Wide Champions	1	2
Denver, Colo., Walden Heating	1	2
8—Canton, N. C., Champion YMCA	2	2
Springfield, Mo., News-Leader Parrots	1	2
5th U. S. Army, Fort Riley, Kansas, World-Wide Champions	1	2
Vancouver, Wash., Fuel Oilers	1	2
9—Cuba, National Champions	0	2
Redwood City, Calif., Merchants	0	2
Dover Air Force Base, Dover, Del., World-Wide Champions	0	2
Cleveland, Ohio, Teamsters	0	2
St. Paul, Minn., Bel-Mont Club	0	2
Farmington, New Mexico, El Paso Operations	0	2
10—Houston, Tex., Holly Produce*	2	2
Totals	42	42

*Disqualified

Herb Dudley, soaked in perspiration and aching in every muscle from eighteen long innings of shut-out pitching, bowed his head as he accepted the World's Championship trophy and asked the 7,000 noisy and excited fans in the Clearwater, Florida stadium to pray with him in an incident unparalleled in American sport.

The fans out of gratitude and mute understanding stood and joined the great pitcher in "thanking God for giving me the strength to pitch these games."

Only minutes before, the 37-year ol softball great had pitched his Clea water, Florida Bombers to the 195 World's Championship of Softball.

Dudley, after two years of obscurity worked long and hard to recaptur his winning form. With a season's re ord of 29 wins and 2 losses, he led th Bombers to the world's title.

In the finals, Dudley was pitte against the game's most sensationa young hurler, Harvey Sterkel of Ste phens-Adamson Sealmasters from Au rora, Illinois. *(continued on page 10*



1957 Men's fast pitch World champion Clearwater Bombers—front, from left: Manager Eddie Moore, Doug Mason, Jerry Curtis, John Chesnut, Nolan Whitlock, Joe Lewis, Bobby Sprentall, Eloy Fernandez, Bobby Forbes, Batboy Bill Nixon. Back, same order: trainer War ren McMullen, John Hunter, Harry Har cock, Jim Ellis, Joe Smith, Henry Mc Whorter, Eddie King, Ed Riddell, Her Dudley, Ray Mink, Bobby Spell, an ASA President Otto Smith.

1958 TOURNAMENT HOSTS

NATIONAL (FAST PITCH)
Men—Minneapolis, Minn.—Sept. 13-18
Women—Bridgeport, Conn.—Aug. 30-Sept. 5

NATIONAL (SLOW PITCH)
Men—Cleveland, Ohio—Aug. 30-Sept. 1
Women—Richmond, Va.—July
(No Regionals held—Nationals are Invitational Tournaments)

REGIONALS (FAST PITCH)
Men's Regionals for the most part will be played on Labor Day Weekend.
Women's Regionals for the most part will be played around Aug. 12-20.

NEW ENGLAND:
Men: Cranston, R. I.
Women: Dorchester, Mass.

MID ATLANTIC:
Men: Elizabeth, N. J.
Women: Plainfield, N. J.

CENTRAL ATLANTIC:
Men: Philadelphia, Pa.
Women: Washington, D. C.

SOUTHWEST:
Men: Oklahoma City, Okla.
Women: Memphis, Tenn.

SOUTHERN:
Men: Birmingham, Ala.
Women: Childersburg, Ala.

SOUTH ATLANTIC:
Men: Canton, N. C.
Women: Canton, N. C.

TEXAS:
Men: Lake Jackson
Women: San Antonio

EAST CENTRAL:
Men: Toledo, Ohio
Women: Springfield, Ohio

WEST CENTRAL:
Men: Aurora, Ill.
Women: Watseka, Ill.

WESTERN:
Men: Springfield, Mo.
Women: St. Louis, Mo.

NORTHERN:
Men: Cloquet, Minn.
Women: (to be announced)

ROCKY MOUNTAIN:
Men: Salt Lake City, Utah
Women: Logan, Utah

CACTUS:
Men: Albuquerque, N. M.
Women: Phoenix, Ariz.

NORTHWEST:
Men: Spokane, Wash.
Women: (to be announced)

SOUTH PACIFIC:
Men: Monterey Park, Cal.
Women: Orange, Cal.

NORTH PACIFIC:
Men: Redwood City, Cal.
Women: Napa, Cal.



Raybestos Memorial Field, location of the 1958 women's fast pitch tourney.

WOMEN'S *fast pitch*

EAST PRIMED TO UPSET WEST IN GIRLS' MEET

Even today, 38 years after the 19th amendment was ratified and the lessons of Babe Zaharias, Maureen Connolly and, for that matter, Queen Elizabeth I or II are presumed to be well learned, there still exists a raft of disbelievers who doubt woman's ability to compete.

All other evidence notwithstanding, a sure cure for this male affliction would be a trip to Stratford, Connecticut sometime between August 30 and September 5 when the Amateur Softball Association's Women's World softball championship is underway at Raybestos Memorial Field.

For an idea of what wonders could take place, fans at last year's World play-offs saw the amazing spectacle of two successive no-hit games pitched on the same day by the same pitcher, Bertha Ragan, of the Stratford Raybestos Brakettes.

They saw the Fresno Hacienda Rockets break away to win their third ASA World title *(continued on page 10)*



1957 Women's fast pitch World champion Fresno Hacienda Rockets—kneeling, from left: Veryl Ward, Mary Powell, Rose Williamson, Terry Urrutia, Marilyn Sypriano, Dotty Stolze. Standing, same order: coach Dutch Chamdler, Pat Gosland, Tommie Slappey, Jean Contel, Kay Rich, Virginia Busick, Bernice Coffman, Gloria May, Betty Schlegel, and manager Bernice Amaral.

MEN'S *fast pitch*

(continued from page 8)

Pitch after pitch, inning after inning, Dudley matched his 23-year-old opponent. The game went into extra innings and reached marathon proportions before the Bombers could get to Sterkel. Finally, in the last of the 18th, the Bombers scored. The victory was Dudley's, and his 18 inning 1-0 shutout climaxed a truly great comeback at age 37.

Dudley's performance could not have been timed better for it indelibly marked the silver anniversary of the Amateur Softball Association. In 25 years the ASA has become one of the leading amateur agencies in the field of recreation, and has developed softball into one of the nation's most popular summer participant sports under the leadership of ASA's capable secretary, Gene Martin.

Growing Stronger

Today, more than 90 per cent of industrial firms list softball among their recreational activities. Even though softball found an early home on industry's diamonds, the strength of recent industrial entries into the World championships are a clear indication that the sport is reaching new heights of popularity.

Trends in other softball programs over the nation point to the same conclusion.

To the avid softball fan, this means bigger and better state, regional and national championship tournaments in 1958.

Teams representing all 48 states, 40 metropolitan champions plus the tournament winners in Alaska, Hawaii, Puerto Rico, Canada and each of the four Armed Services will clash in 24 Regional Tournaments for the right to advance to the World Championship in Minneapolis, Minnesota, September 13-18.

Back to Minneapolis

Minneapolis is a natural to host the World Series of softball. It was there, in 1873, that Fire Captain Lewis Rober started the whole business when he drew up the rules for what developed into the present game of softball. Sponsored by the Minneapolis Chamber of Commerce, the tournament will become a part of Minnesota's gala centennial celebration.

Facilities for this year's tournament are strictly big league. Major and championship games will be played on the Parade Two diamond, site of the 1954 tournament, which now boasts an expended seating capacity of 8,000.

For the ASA, its second 25 years hold rare promise.

WOMEN'S *fast pitch*

(continued from page 9)

behind the classy windmilling of Ginny Busick who wo all five games allowing only one run and 10 hits.

This year, both Ragan and Busick are expected to re turn, but so should the 1957 runner-up Phoenix PBSW Ramblers with their All-World battery of Alma Wilson an Dot Wilkinson.

Add to these the perennially strong Lionettes of Orange California, and it's a safe bet that the new concret bleachers at Raybestos Field will be packed every night

Look to Eastern Revival

Sponsored by the Connecticut ASA with a combine assist from the Junior Chambers of Commerce from Bridge port, Milford and Stratford, the 1958 Women's Worl should boom girls' softball in the East.

With the exception of the Brakettes and one or tw other Eastern entries, the upper echelons of the women' tournament have been consistently crowded with Pacifi Coast representatives. The Far West has held the champion ship without a break since 1948.

During that 10 year stretch, the women's title has beer shared three ways with the Orange Lionettes winning five times, the Fresno Rockets three, and the Phoenix Rambler two. Connecticut ASA officials feel this has gone on to long and are confident that locating the tournament in the East will generate determination among many clubs t challenge the superiority of the Pacific Coast.

Raybestos, a powerful influence

For the East's revival, selection of Raybestos Field as the playing site comes as a well deserved honor. William S Simpson, general manager of the Raybestos Division o Raybestos-Manhattan, Inc., has been a powerful influence in the growth of softball throughout New England. The Raybestos Cardinals in the men's division and the Brakettes in the women's have long carried the banner of the East in the softball wars. The Cardinals won the World title in 1955.

Facilities for the tournament are considered to be among the best in the country. Raybestos Memorial Field was the first lighted softball park in the East, and its new concrete bleachers will give fans top accommodations.

As in the men's championship, teams competing for the World's top honors in women's softball will represent every corner of the United States with entrants from Canada and U. S. territories adding an international flavor. The winner will truly be the World's best.

AMATEUR SOFTBALL ASSOCIATION OFFICIALS—can help you

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Men's fast pitch runner-up Stephens-Adamson Sealmasters, Aurora, Ill.—Front, from left: equipment mgr., J. Wolf; batboy, J. Johnson; M. Walsh, C. Smith, D. Dwyer, C. Walsh, D. Proctor, W. Gifford, N. Wickersham, mgr. L. Hess. R, same order: sponsor C. Hurd, J. Ottinger, R. Smith, B. Farney, W. Johnson, L. Lowe, C. Essig, J. Davis, D. Walters, D. Ropp, J. Denert, J. Gerl, H. Sterkel.

1957 RUNNERS-UP— MAY COME THROUGH IN '58



Women's fast pitch runner-up Phoenix PBSW Ramblers—Kneeling, from l: B. Noack, H. Leeke, Z. Boles, R. Miranda (partly concealed behind big ASA runner-up trophy, B. Allum, B. Harris, D. Wilkinson. Batgirl is D. Hoffman. Standing, from (r-l): M. Dixon, B. Dryer, S. Carman, coach, F. Hoffman; K. Rohrer, M. Law, M. Wills, A. Wilson and L. Rice.

Photo Study Captures Sterkel's Famous Delivery

The following 20 frames, viewed from left to right, of celebrated softball pitcher Harvey Sterkel, Stephens-Adamson Sealmasters of Aurora, Ill. and last year's national runner-up presents one of the finest studies ever presented of one of the foremost softball deliveries in the world. Comparison of three front and side sequences, shot by R/M, revealed a consistency of position in Sterkel's delivery (from start to finish) so remarkable that the frames were practically interchangeable. See following page.

(Editor's note: Sequence taken with a 35 mm movie camera at F. 5-6 with superior film at a rating of 50. Subject was 25 feet from the camera which was mounted on a tripod.)

MEN'S *slow pitch*

EXPECT BIGGEST TURNOUT EVER FOR SLOW PITCH

The fastest moving team sport in the coutry, slow pitch softball, will climax its biggest year over the Labor Day weekend when the largest slow pitch tournament field in history takes over Cleveland, Ohio.

The sixth men's World Slow Pitch Championship tournament will be split into two categories: Open and industrial, but thereafter all similarities cease as many new names and faces will crowd the ever-growing slow pitch tournament picture.

As an indication of the game's burgeoning popularity, 12 teams fought for the first slow pitch World's title in 1953 at Cincinnati, Ohio. Last year, that figure rose to 49, with 29 teams competing for the Open title and 20 for Industrial laurels at Toledo, Ohio.

So widespread is slow-pitch growth, that the Amateur Softball Association last winter formulated rules to restrict the size of the championship field. Previously, tournament entries were unlimited. This year, one team from each State and Metropolitan association will be eligible except when the State association has districts which register 50 or more teams. In those cases, two teams will be eligible.

Nevertheless, 1958 entrants are expected to reach record proportions and Cleveland has set aside diamonds in six city owned parks for the games.

Gatliff Auto Sales of Newport, Kentucky, the first two-time slow pitch champion, should be back to defend its Open title. The Gatliffs wrested the 1957 championship from McAdenville, North Carolina after losing an earlier game to the same rugged squad in the double elimination play-off.

In the Industrial division Cincinnati's Turbine Jets went undefeated through five games to win the title.

Although faced with a tough battle in their Milwaukee regional, Harnischfeger Corp., last year's runner-up, figures as the best bet to upset the Jets' hopes of a repeat performance.

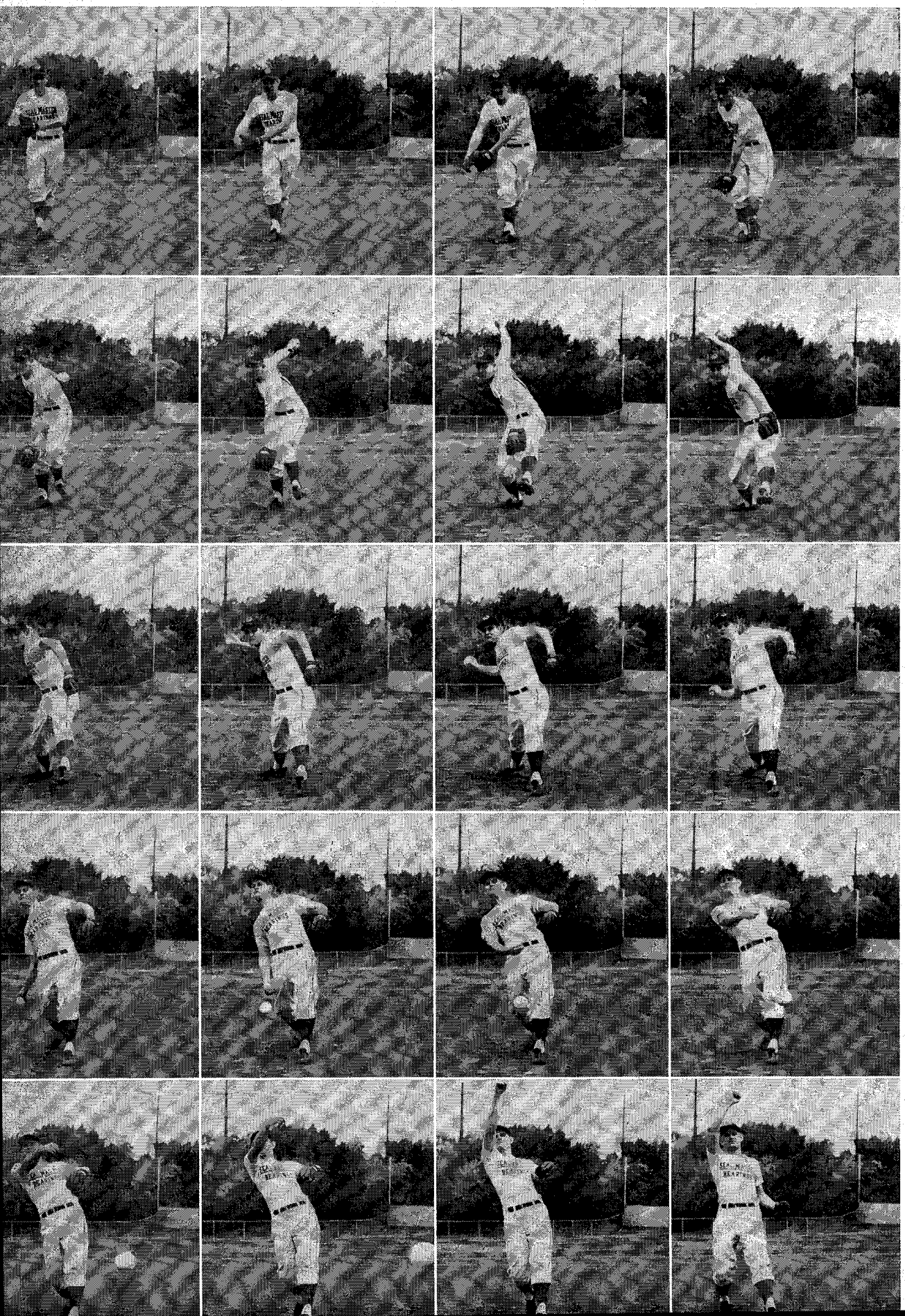
For Base-Soft and Basketball Backstops

"ASK PACKER"

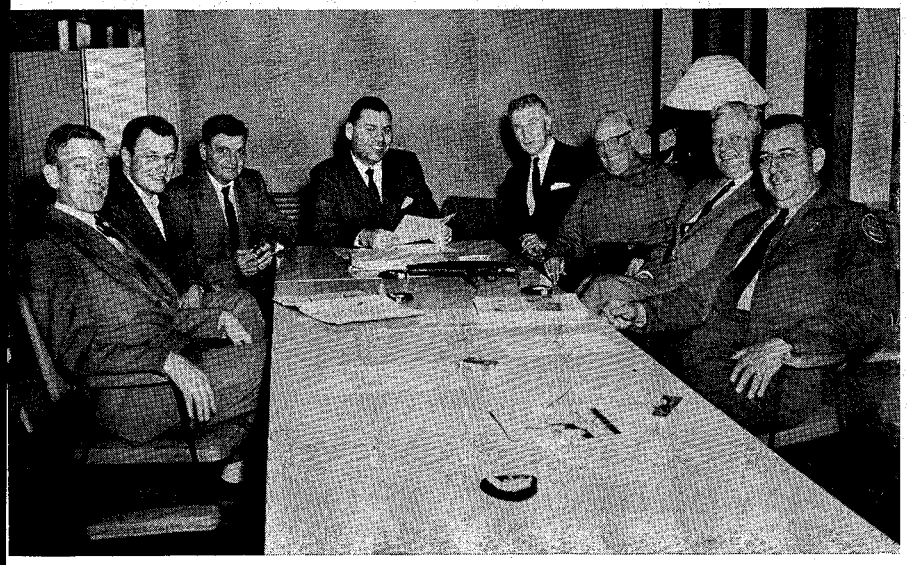
Star Co.—Litchfield, Mich. Lincoln 2-2022

STRIKE THREE . . .

by Harvey Sterkel, Stephens-Adamson Sealmasters



First FISH-A-RAMA for Industry



Officials meet to determine final arrangements for NIRA's Fish-A-Rama.

Entries soar as industry jumps aboard NIRA's national contest to find the top fisherman of 1958

To date, more than 50 companies have indicated they plan to send their fishing champions to Paris, Tennessee to compete in the National Industrial Recreation Association's National Fish-a-Rama for industry.

The contest, first of its kind, will be held September 26 and 27 on Kentucky Lake, and will determine industry's Fishing Champion of the Year.

In addition to the 50 participants in the main event, many other entries are competing in the separate contests for employees' children and for member companies' fishing clubs.

Industry's Grand National Fishing Champion will be named on the basis of most inches of legal fish caught between 9 a.m. and 5 p.m. on Kentucky Lake, September 27.

Selection of the Employee's Children Champion will be determined by the species and size of fish caught with the particular rod, reel, line and lure used.

In the other division, winner's of NIRA member company fishing contests may enter their best catches of any of the following species: Trout, Muskie, Northern Pike, Salmon, Panfish and Walleye, National champions will be named by judges in each of these categories.

Deadlines for entries are August 1 for the youngsters and September 7 for the national finals. Rules and entry blanks for all three divisions of the FISH-A-RAMA are available from NIRA Headquarters, 203 N. Wabash, Chicago 1, Illinois.

Attending the meeting, and seated from left to right in the photo above: Elmer Wood, manager, Paris Landing Inn; Lou Twardzik, recreational consultant, Tennesse State Parks, Nashville; G. M. Matlack, Aro, Inc., Tullahoma, Tenn.; Don L. Neer, Executive Secretary, NIRA; W. W. Ward, Executive Secretary, Paris-Henry County Chamber of Commerce; Herman Cravens, Paris fishing guide; R. E. Maxwell, acting president, Paris-Henry County Chamber of Commerce; and R. Garnett, Superintendent, Paris Landing State Park.

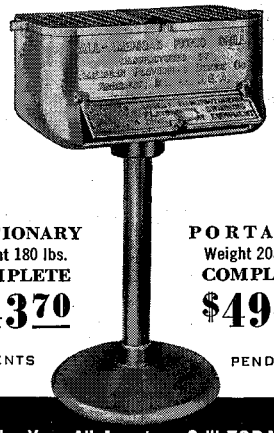
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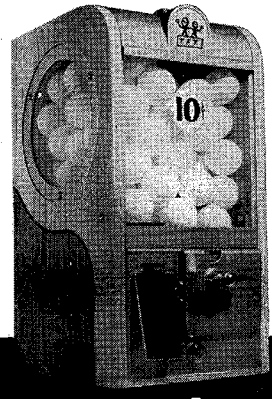
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45 Years With the Boy Scouts at Goodyear Tire & Rubber Company —

by Jerrold B. Rouby
Goodyear Tire & Rubber Co.

Goodyear Tire & Rubber Company, world's largest industrial sponsor of Boy Scouts, is celebrating the 45th year of its Boy Scouts program.

From a single unit 45 years ago, Goodyear Scouting in Akron has grown to 12 units—eight Boy Scout troops, two explorer posts, a sea explorer ship and the world's first air explorer squadron. Worldwide, the company sponsors 45 units with 1,689 boys and adults.

Goodyear Scouting began with an experience of Chairman P. W. Litchfield. He was on his way to England to witness the coronation of King George V and Queen Mary.

"We were delayed by a dense fog which our ship encountered at the mouth of the St. Lawrence. For three days we barely crawled, keeping a sharp lookout for icebergs.

"It was an eerie experience, and the thing that saved the situation was the presence of a troop of Boy Scouts from Alberta. Their cheerfulness and high spirits took the passengers' minds off their uneasiness—and I made it a point to ask them a lot of questions.

"I had not personally seen anything of scouting previously, and was so much impressed with it, that it has remained one of my primary interests, next to business, ever since."

Goodyear's first troop organized in 1913 consisted of the sons of Goodyear employes. Today there are more than 400 employes at Goodyear-Akron who have gone on to accept responsible jobs with the company after completing their Scout training.

In 1917, Goodyear built one of the finest Scout lodges in the nation, the Goodyear-Akron Scout headquarters. In 1946 an addition was built, known as the Explorer Lodge, for advanced Scouts. Seiberling House, for Girl Scouts, was built and dedicated to C. W. Seiberling, brother of the founder of The Goodyear Tire & Rubber Company.

A Varied Program

Scouting has been active at Goodyear in many different ways. When Litchfield was trying to interest the public in pneumatic tires for trucks and buses more than 35 years ago, he sent outstanding Scouts from each of the company's troops on a motorcade from Akron to Washington, D. C. to New York. It was a pleasure trip for the scouts and opened a new era in transportation.

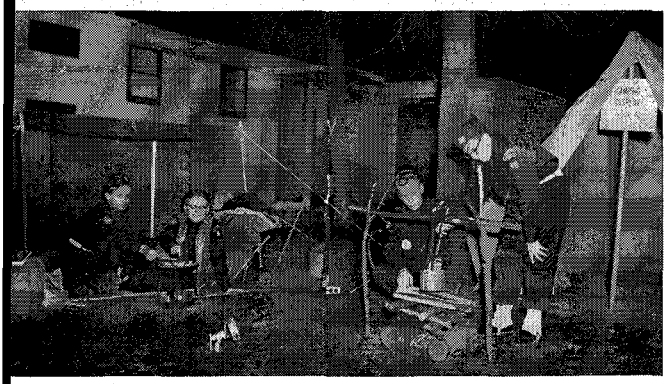
During Boy Scout Week, Goodyear's Scouts play host to employes, members of their families and the public by



ANNIVERSARY—IN CELEBRATING GOODYEAR'S 45TH year as an industrial sponsor of Scouting, each one of the company's 12 units presented a gift to P. W. Litchfield, chairman of the board and a member of the National Boy Scout Executive Board Advisory Council.



TRANSPORTATION—WHETHER IT IS A WEEKEND CAMP or a community paper sale, Goodyear Scouts have use of this truck. A gift from the company, the truck is scheduled for use by the 12 individual scouting units whose activities are sponsored by the company.



TENTING TONIGHT—EACH YEAR, DURING NATIONAL Boy Scout Week, each of Goodyear's 12 units displays some scouting activity. This camping scene on the grounds of the Scout Lodges was viewed by hundreds of visitors.



MEETING PLACE—GOODYEAR'S BOY SCOUT AND EX-plorer Lodges, housing for the company's 12 scouting units, are located within a few blocks of the main plant and general offices in Akron, Ohio.

holding an "open house" at the Lodges and exhibiting various Scouting crafts, activities and displays.

Air Exploring was initiated by Litchfield in 1941, prior to the entrance of the United States into war. He was convinced that Scouts of 14 years of age or older needed new interests. What part could Scouts play in an age when air power meant world power?

A group met in the Fall of 1941 to plan the first Air Squadron. Programming was difficult because the Air Scout Manual was not available until December 1942, a year after the squadron was chartered.

In February, 1942, Goodyear became the father—and Akron the birthplace—of the nationwide Air Scout movement for young men who had advanced beyond the campfire and hiking stage and were looking skyward. The Squadron personnel at this time consisted of 34 Scouts, five leaders and 12 committee members.

From Scout to President

It was in Scouting that Litchfield first met the boy who now is president and chief executive officer of Goodyear—E. J. Thomas. Watching the progress of the Scout Lodge, young Thomas recognized Litchfield, asked for, and got a job. During the more than four decades Litchfield and Thomas have been together in Goodyear, Scouting has been one of their chief interests.

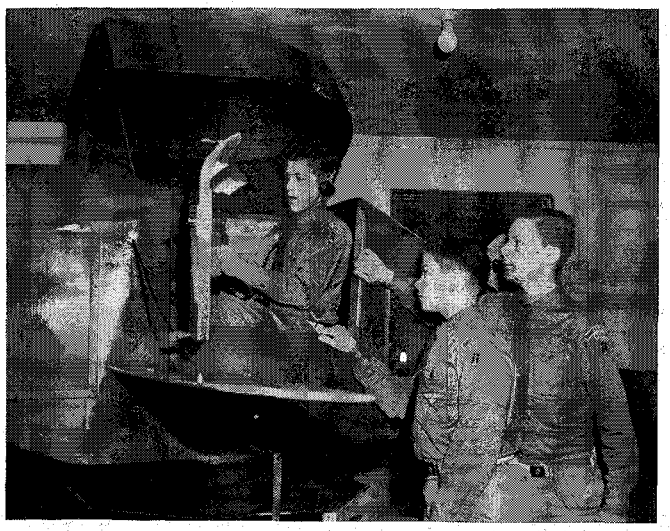
Today, the Goodyear flag flies over Scouting activities in Georgia, Maryland, Alabama, Texas, Michigan, Nebraska, Arizona, California. Massachusetts, Ohio, Kansas and Vermont. Goodyear sponsors scouting in Argentina and England, and the company's Canadian personnel are extremely active in Scouting, although Goodyear is not a sponsor there.

The Goodyear scouting movement has seen a steady rise along with the company, and it will continue to increase as the years go by. The insight of one man into the future of American boyhood has been instilled into the company's management, insuring a place in Goodyear for Scouts.

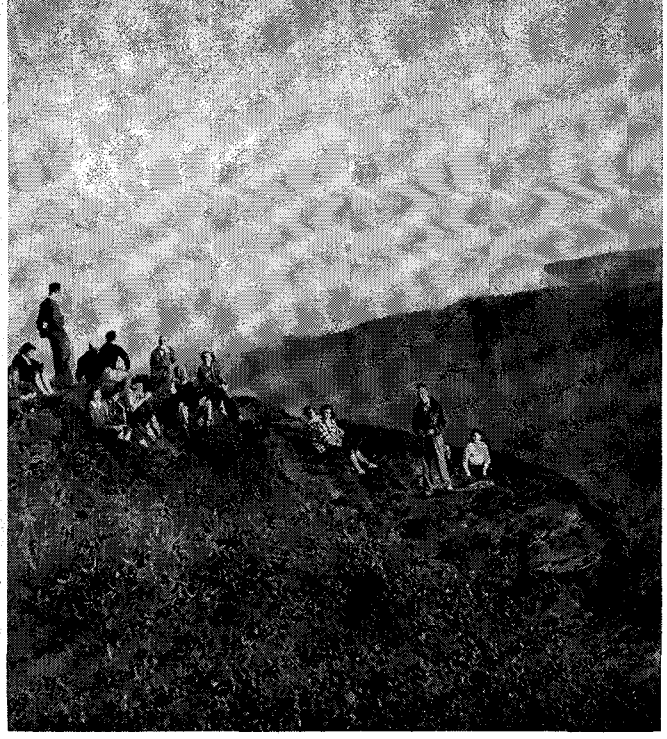
"I have sometimes thought too," said Litchfield, "that if every nation had utilized the basic values of scouting as America has done, and boys everywhere had grown up with these common ideals, world peace and understanding might not be the impossible goal it often seems now. The brotherhood of man starts with the brotherhood of boys."



AUTHENTIC—MEMBERS OF EXPLORER POST 2041 PRE-sent one of their Indian dances during an "open house" at the Goodyear Explorer Lodge. The boys make their own costumes, study Indian folklore and habits, and travel throughout the country to present authentic Indian dances.



FUTURE SPACEMEN—RIGHT NOW THEY ARE JUST members of Goodyear Air Explorer Squadron 1, but in years to come, these boys may be the future spacemen of America. Link Trainer is part of the equipment in the Explorer Lodge for use by the Air Squadron, first in the world.



MT. LeCONTE, THE PRIDE OF THE SMOKIES, IS A FAvorite climb for Tennessee Eastman's Hiking Club.

Hiking Clubs Offer Recreation - Travel - Good Fellowship

For the past several years, members of the Tennessee Eastman Hiking Club and their families have endeavored to plan their vacations so that they could arrange to take a long trip together.

These annual outings have been highly successful, and have added interest to the year's hiking program.

As part of Tennessee Eastman's over-all recreation program, the Hiking Club has its own operating committees which handle virtually all of the activities. Approximately 100 Eastman men and women—and their families—take part in this outdoor activity.

In addition to the long trips taken by groups who vacation together, the Hiking Club plans a wide range of week-end outings to scenic spots in North Carolina and Tennessee. Burnsville, North Carolina; Clinch Mountain near Moccasin Gap; Snake Mountain near Mountain City; Sand Cave in the Cumberlands on the Kentucky-Virginia border; Mt. LeConte in the Smokies; are a few of the many historic and scenic sites visited by Eastman hikers.

A typical week-end program includes the usual activities of camping, loafing, campfire activities, long hikes and short hikes, occasionally swimming or wading, and singing around the campfire and square dancing. Mimeographed bulletins are circulated to Hiking Club members in advance with instructions and details.

Once a year or so the club joins with other hiking clubs in a joint hiking club meet. After driving to the selected campsite and setting up camp, members are free to relax until the evening meal and campfire. The next day, usually Sunday, sees them tramping ten miles or so up and over the side of a mountain, with a shorter and easier hike scheduled for the tenderfeet. Then on Monday, there is usually a short hike in the morning, with return to the job that afternoon.

Some outings are scheduled for as little as half a day. Others occupy several days. From time to time some of the more hardy hikers are organized into teams for a work trip, during which they clear out the underbrush and other obstacles along their favorite trails so that all may hike in relative comfort the next time a group goes there.

A joint activity of the Hiking Club and Camera Club this summer is the potential sponsorship of group tours of Europe, with a chance to take in the World's Fair at Brussels. Savings made possible by the use of a group-chartered airplane indicate that costs might well be in the range of $275 per person for a round-trip load of 68 passengers.

LeTourneau-Westinghouse

A somewhat similar activity is carried on by the LeTourneau-Westinghouse Company Camping Club, which was organized to promote the idea of camping as a healthy out-of-doors family recreation, to encourage organized employee activities, and to exchange ideas and information among employees who enjoy camping.

Starting with a group of four people who tried camping out in 1955, this club was an immediate success with employees. In the summer of 1956 five camp outs were scheduled in Illinois, Indiana and Missouri. In 1957 there were six camp outs, the largest of which consisted of twenty units comprising 82 people.

Each family constitutes a unit and brings its own equipment and food and does its own cooking. Coffee is furnished by the club at the campfire get-togethers in the evenings.

A Campers and Hikers Boom

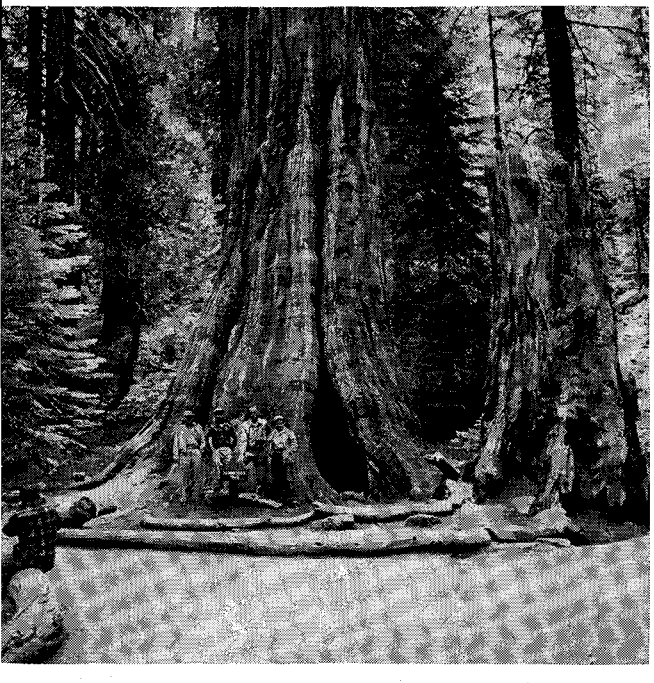
The LeTourneau-Westinghouse club has a $2.00 annual membership fee, with 46 families currently enrolled. Each member is also a member of the National Campers and Hikers Association, the membership fee of which is paid by the company Activities Association.

The 1958 camping season has seen the LeTourneau-Westinghouse club groups spending three-day weekends at New Salem State Park, Illinois; at Granite City State Park in Shawnee National Forest, Illinois; at Shakamak Park near Jacksonville, Indiana; at Argyle Lake, Illinois; Keosauqua Park, Iowa; and at Starved Rock Park, Illinois.

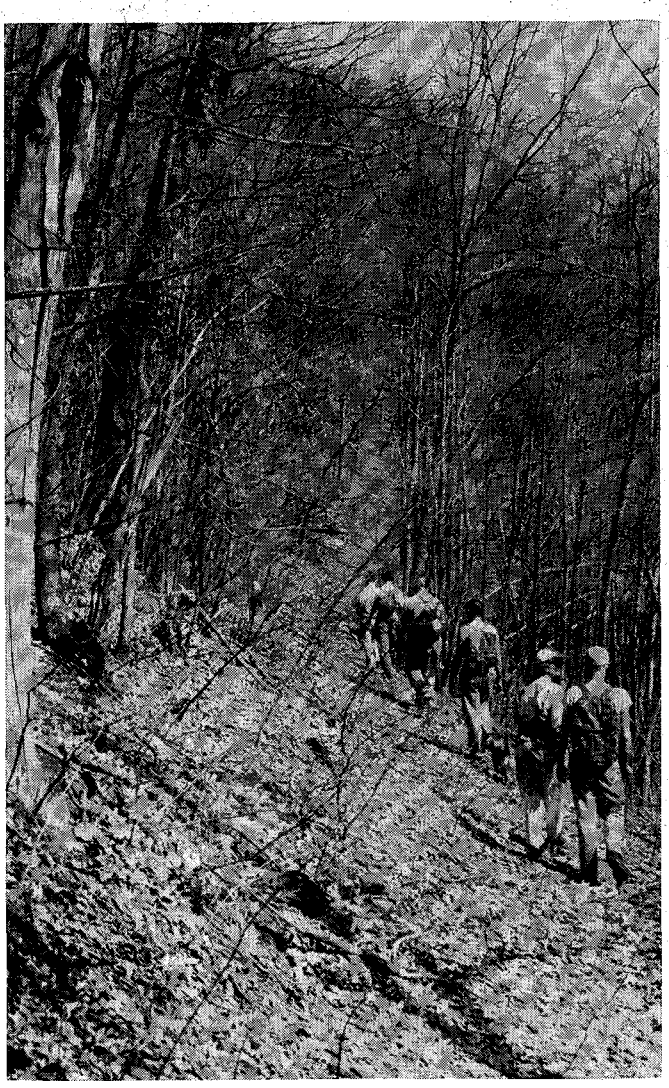
ennessee Eastman and
eTourneau-Westinghouse
nd company hiking and camping clubs
n attractive activity for employee groups

Nationally, camping and hiking are growing activities. National Park executives estimate that there will be well over 20,000,000 people camping in our National Parks and forests during the present summer. Some of these are hikers; some are campers; and some are merely "budget" vacationers—but all will enjoy the beauties of nature and the vigor of outdoor life.

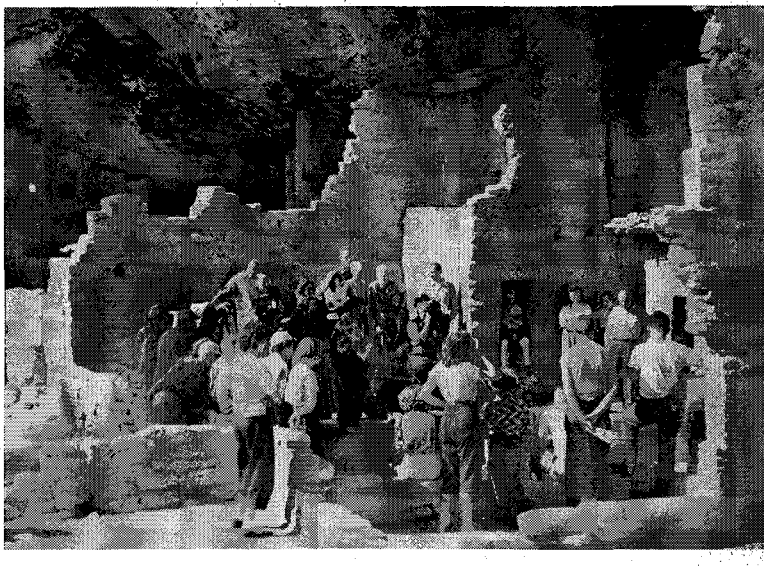
The hiking club—and especially the camping club where the family camps as a unit in a group—offers a much needed chance for the industrial recreation program to include something which will give families a new sense of unity and an opportunity to enjoy doing things together.



YOSEMITE NATIONAL PARK PROVIDES PLEASANT vistas for hikers who take summer trips together.



EASTMAN HIKERS MAKE WORK TRIPS ALONG THE Appalachian trail to take care of cleaning out underbrush and other obstacles so that trail remains open for easy use. Large groups go out on 3-day hikes, which enable them to have fun camping-out, with swimming, square dancing, and other campfire activities in the evenings.



CLIFF DWELLINGS IN MESA VERDE NATIONAL PARK were seen by the Eastman Hiking Club on a group trip.



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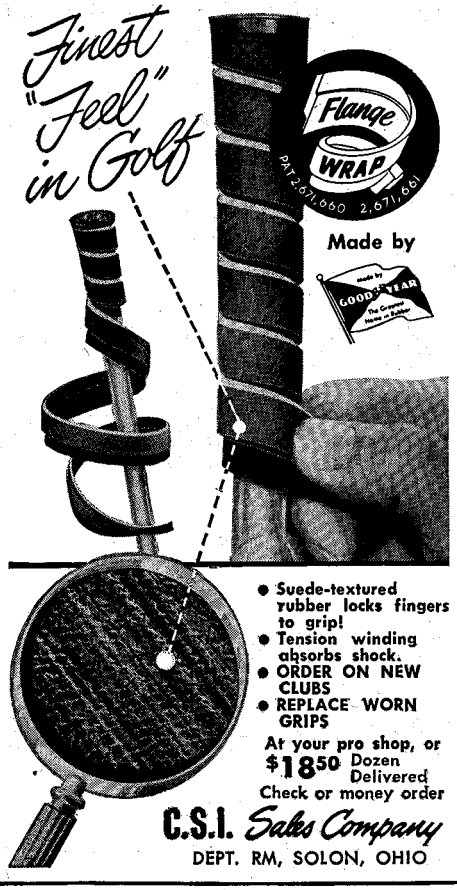
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SLEEPING GIANT continued from page 3

attraction and holding of good employees, its contributio to good community relations, its importance as the gre equalizer, its value in orientation, its democratic principl and its contribution to plant morale, so that the plant is good place in which to work.

We must also loose the bonds of the mistaken notion about the duties of the industrial recreation director. get angry . . . and I'm sure you do . . . when executive introduce you as the man who has the *softest job* in th plant. Neither do I like the assumption that we are punch drunk, muscle-bound *tramp athletes*.

Yet, these are impressions which we prolong and ex pand . . . why put off the job of loosing the giant wh can put down once and for all these mistaken identitie

Secondly, we must loose the bonds of *management in decision* . . . too many companies of the United States an Canada are still not members of NIRA. We must do some thing about this, because here is a vast potential that ca lift our level of acceptance.

A third bond that we must loose on this giant o ours is a *convinced membership* . . . convinced compan representatives who believe in their national association

I would venture to say that there are here among u those who have never placed their life work on the line who never have been willing to bet everything they posses that their job, their leadership was the most importan job in the world!

Why don't we convince ourselves that we have a saleabl American product; why are we content to be the windo dressing when we should be the quality goods.

On the other hand, why must the most dynamic idea o our generation apologize with a national office crampe into less than half the needed space and without per sonnel or equipment to provide the services demanded.

We do not have these things because we do not wan them badly enough. We have been so busy building ou own programs that we forget that the stream going by th front of our door eventually leads to the vast ocean, where lie the unfathomed depths.

These are some of the challenges I hope we can face together. I need your help to lift the horizons of a chal lenge unequalled in our time. It is time to go to work on the fetters that hold us down!

I believe that the industrial recreation profession needs an intelligent and an enlightened voice . . . I believe tha NIRA can become that voice.

If we can cultivate the vast opportunities at our finger tips, if we can loose the bonds of frustration and lethargy that tie us down, we can make this field of ours one of honor and prestige, one of vital importance with full recog nition on management's team.

You can do it . . . you can help . . . for you see . . YOU, are THE GIANT.

For . . . To each is given a bag of tools,
A shapeless mass . . . a book of rules
And each must make ere life is flown . . .
A stumbling block or a stepping stone
Isn't it funny that princes and kings . . .
And clowns who caper in sawdust rings . . .
And little people like you and me . . .
Can be giants . . . of eternity?



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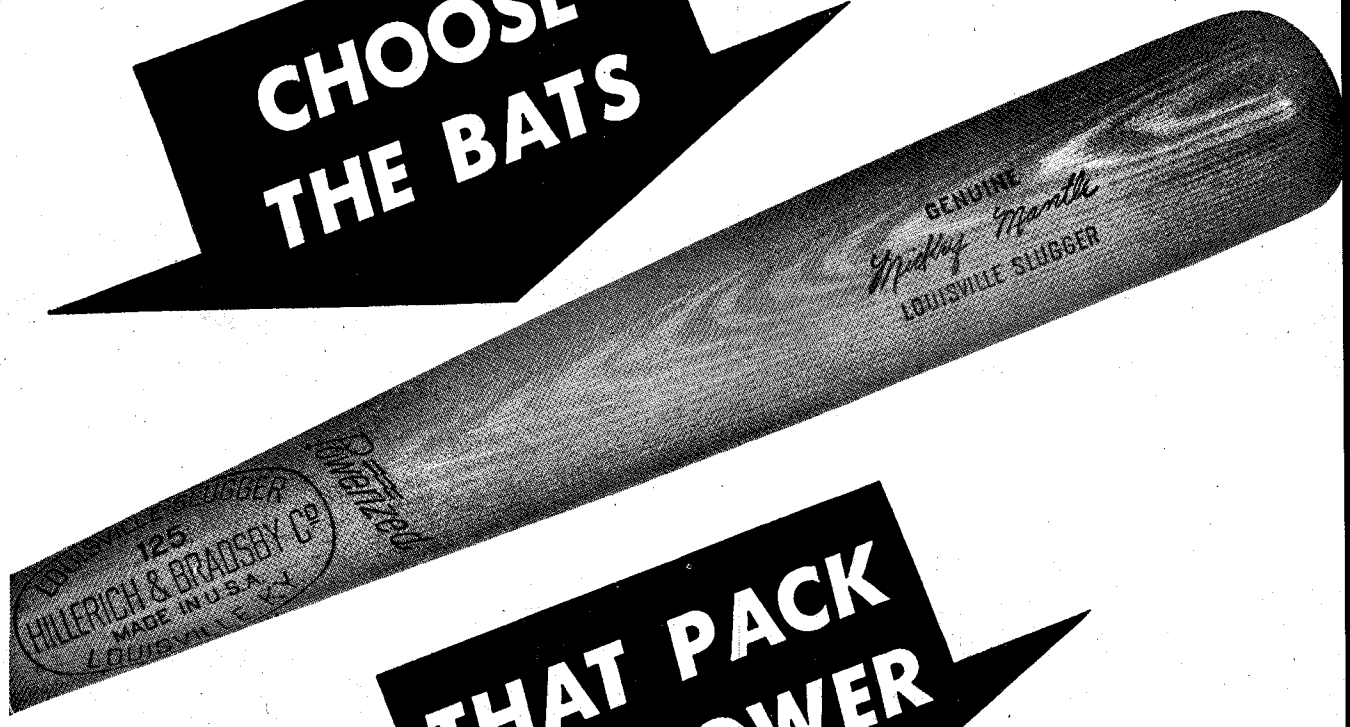
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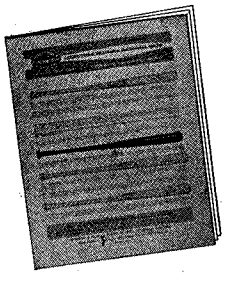


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LET'S TALK TRAVEL ..... page 10

TIMKEN HOLDS A SPORTS BANQUET ..... page 14

TREASURE HUNT IN BOATS ..... page 18

INDUSTRY WANTS A FAMILY CHRISTMAS ..... page 22



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The Sporting Goods Fair, Chicago, Ill.
Sporting Goods Products, Cleveland Heights, Ohio
The Sporting News, St. Louis, Mo.
Sports Age, New York, N. Y.
Sports Review, Chicago, Ill.
Stall & Dean Mfg. Co., Brockton, Mass.
Stowe-Woodward, Inc., Newton Upper Falls, Mass.
Surpass Leather Company, Philadelphia, Pa.
H. Swoboda & Sons, Inc., Philadelphia, Pa.

Tober Baseball Mfg. Company, Rockville, Conn.

United States Rubber Co., New York, N. Y.

Victor Sports, Inc., Chicago, Ill.
W. J. Voit Rubber Corporation, Los Angeles, Calif.

H. Wagner & Adler Company, New York, N. Y.
Wilson Sporting Goods Company, River Grove, Ill.
Wigwam Mills, Inc., Sheboygan, Wis.

Yarrington Mills Corporation, Philadelphia, Pa.

Besides the above, The Athletic Institute has an associate membership comprised of a number of sporting goods dealers, geographically spread throughout the United States.

TOP MANAGEMENT SPEAKS:

Recreation Satisfies Our Needs For Companionship, Recognition And Self-expression that a Job Alone Cannot Completely Fulfill

Recreation is an important part of industrial life. It helps satisfy the human need for companionship, recognition, and self expression that often a man's job alone cannot completely fulfill. The fact that 30,000 companies spend more than $800,000,000 a year on company-sponsored recreation is evidence of its importance in the American industrial picture. For this reason Kaiser Steel Corporation made allowances for employee recreation when it built its steel plant at Fontana, California, sixteen years ago.

Though not isolated, the men and women who went to work for Kaiser Steel were forty-five miles removed from Los Angeles. In effect, these thousands of people formed a new community. They lived there, worked there, and it followed that they would play there.

In anticipation of this need, 40 acres of the 1800-acre Kaiser Steel plant were designated for employee recreation.



During the early days of the company, several hundre employees engaged in seasonal sports on an informal basi Three years ago organized recreation was formally adde to Kaiser Steel's industrial relations program at Fontan and specialized personnel were hired to give profession guidance to a program that was already growing unde its own steam. The company constructed $250,000 wort of recreation facilities; there are six acres for picnickin a children's playground, two softball diamonds (one wit lights), tennis courts with lights, two clubhouses totalin 5600 square feet of space, and a recreation hall for baske ball, badminton and dancing.

Today, more than half of Kaiser Steel's employees—plu their wives and children—participate in 36 different re reation activities.

During the next five years we expect the recreation pr grams at various plant and mine locations to grow vigo ously, with even stronger participation from employe and members of their families. An appraisal of the cou try's industrial future shows definite promise of mo leisure time as we become increasingly proficient in pr duction and distribution. Recreation facilities and stimul provided by the company offer a sure way for men an women to enjoy this additional leisure to the fullest.

Kaiser Steel's recreation program is for employees, an it is primarily run by them. The company's recreatio staff is on hand to help direct organization. The employe write the various club constitutions and by-laws and impos and collect dues. They and their families can engage in an of more than three dozen activities: everything from bas ball to rock collecting to chess to photography.

While many employees participate in sports, as man or more turn to social dancing, hobbies, attendance at th opera or lectures, and other cultural and educational field There are also company picnics and family plant tou nights. For the children there are such things as dol dressing contests and Saturday morning movies. Hundred of youngsters use the plant facilities after school—th baseball fields, recreation hall, tennis courts and play ground—even while Dad may be tapping an open heart furnace a few blocks away.

The men and women of Kaiser Steel and their familie spend more than 200,000 hours a year in plant recreatio activity. This is as it should be, for recreation not onl provides diversion and companionship, but it also offer the opportunity to participate. If it accomplished nothin else, recreation would be worthwhile for that one reaso alone. People are happiest when they are doing thing together.

Jack L. Ashb

Vice President and General Manage
Kaiser Steel Corporatio

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RECREATION MANAGEMENT

THE NATIONAL MAGAZINE OF RECREATION IN INDUSTRY

OCTOBER, 1958 Volume 1, Number 10

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Publisher.....DON L. NEER
Editor.....HOYT A. MATHEWS
Associate Editor.....DOROTHY L. CHANCELLOR
Circulation Manager.....DOROTHY B. MORRISON

OCTOBER COVER—The whole family joins the fun at a roller skating party sponsored by The Garrett Corporation in Los Angeles. This one was attended by almost 700 employees, their wives and children. For more information, see page 8.

IN NOVEMBER R/M

INDUSTRY'S CHAMPS—1958

R/M presents a roundup of industry's national champions of 1958 in bowling, golf, fishing, skeet and trap shooting.

LET'S TALK TRAVEL

The third and concluding installment of complete travel guide offers ideas for a successful travel club program.

DOG TRAINING

Many companies have found dog training programs highly popular. Here is a rundown of their canine activities.

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He Never Gave Up

To the gallery at Baltusrol Golf Club, Springfield, N.J., on August 15, it was obvious that George Campbell, Jr., of Belmont, Mass., lived and played by the creed, "Just never give up."

Needing a birdie four on Baltusrol's fabled 18th hole to tie for the tournament championship, Campbell was all but finished when his second shot caught a bunker.

But with a professionally played "flick" shot, he popped the ball onto the green and sank a long putt to force the tournament into a sudden death playoff.

On the first two extra holes, Campbell once more had to come out of bunkers to get pars. When his opponent, Stanley Zakas of Cleveland, failed to drop an eight foot putt on the second hole, Campbell was named 1958 National Amputee Golf Champion.

His winning score: 82-80—162. Zakas fired 85-77.

Losing a leg in a train accident in 1943, Campbell is an outstanding example of the National Amputee Golf Association's program of rehabilitation through golf.

"If I hadn't had this game," Campbell says solemly, "I might have committed suicide after my accident. It took me out of my shell, brought me among people, and made me realize I could do everything they could."

Like Campbell, the other 92 entrants in this year's tournament can proudly repeat NAGA's slogan, "Amputees? Sure! Handicapped? No!"

Birthday Dinner

Making sure birthdays are happy, all employees are treated to a free lunch in the company cafeteria on their birthdays under a new policy at the Convair Division of General Dynamics Corp., Pomona, Calif. To receive the free lunch, an employee has only to show his company identification card to the cashier to verify his birth date.

Recreation Position Open

An opening for an assistant director of recreation, paying from $385 to $469 a month, has been announced by the City of Coronado, Calif.

To qualify, applicants should have: (1) college degree in recreation and one season in the capacity of paid leader or higher, (2) college degree in physical education, education or related field and one season as paid supervisor or higher, or (3) successful completion of two years college plus two years as paid supervisor or higher.

For further information, write Civil Service Commission, Paul W. N. Smith, Chairman, P.O. Box 566, Coronado, Calif.

Modern Coronation

Proving again that showmanship plays an important role in the success of recreation activities, The Gates Rubber Co. of Denver, Colo., turned the formality of presenting its Picnic Queen into one of the highlights of this year's events.

While employees were seated in the grandstand at Lakeside park, the five attendants, all of them finalists in the "Miss Picnic" contest, circled the park's track in a brand new automobile. The from out of the skies, a big helicopte floated down directly in front of th grandstand.

The queen and the picnic gener chairman emerged from the whirl bird, took their places on the announc er's stand and declared the festiviti officially underway.

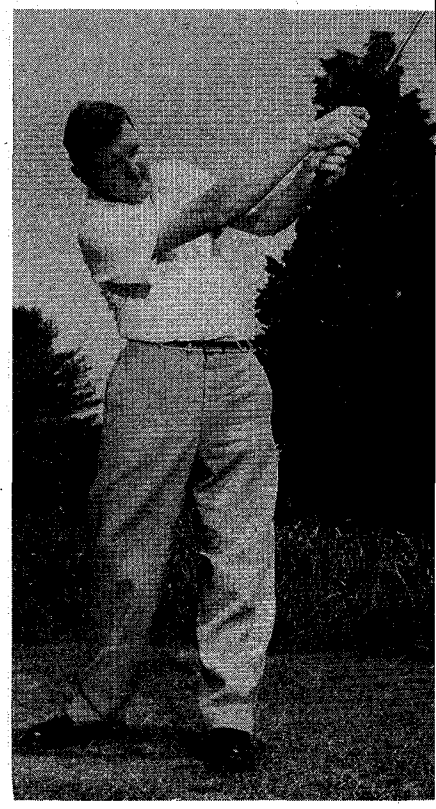
Decentralized Bowling

Like many big-city industrial re reation programs, the eight-team bow ing league at International Harveste Co. in Chicago was suffering fro heavy population shifts from city t suburbs.

As the number of city dwelling em ployees decreased, so did the numbe of employees who would remain in th city at night to bowl in the league regular loop establishment. First, th league dwindled to six teams, then t four, until this year it looked as if th league would disband.

Then, Harvester hit upon the solu tion. Bowling is once again on the up swing with the Harvester Club spon soring four company teams in thre different suburban leagues.

The Club provides shirts and entr fees and plans to get all the team together at the end of the season t roll off for the company championship



Amputee Champ, George Campbell Jr.



AMA Recreation Seminar

A three-day workshop on industrial recreation will be conducted by the American Management Association on September 29—October 1, at The Hotel Astor in New York City.

Entitled, "The Company Recreation Program: An Integral Part of a Sound Personnel Program," the seminar will treat such subjects as the purpose, scope and potential values of employee rec-



August L. Cavalloro

reation, administration, financing and evaluating the program and methods of increasing participation.

August L. Cavalloro, supervisor of employee programs, Ford Motor Co., will serve as chairman of the seminar with Don L. Neer, executive secretary of NIRA as co-chairman.

Chicago Workshop

For the first time, industries of Chicagoland, Illinois, Indiana and Michigan will have an opportunity to send representatives to an eight-hour, one-day course on recreation management in business and industry.

To be held November 13 at the Hotel Sherman, the Chicago Industrial Recreation Workshop will follow the theme of industrial recreation for everyone—family and community.

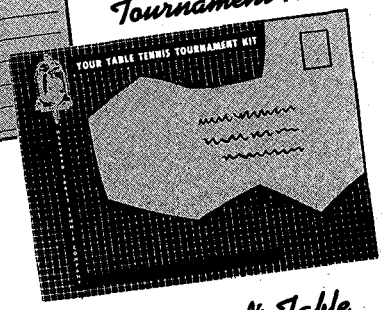
Coordinated by NIRA, the workshop is jointly sponsored by the City of Chicago, Chicago Park District, Grant Park Recreation Association, Cicero Manufacturers Recreation Association and the Greater Chicago Industrial Recreation Association.

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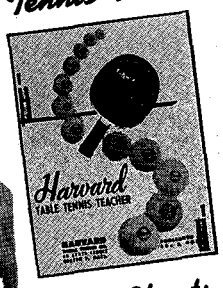
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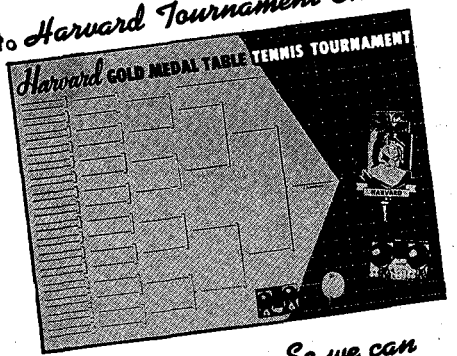
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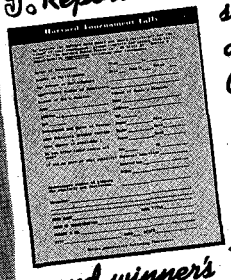
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An ideal combination of sports, fun and sociability, roller skating is putting

INDUSTRY ON WHEELS

A little more than a year ago, Kenneth Chivers, recreation director for the International Paper Company's Hudson River Mill in Corinth, N. Y., was amazed and impressed by the roller skating demonstration held in the Hotel Sherman ballroom as part of the 1957 NIRA Conference in Chicago.

Ken had always gone along with the popular notion that roller skating was a sure way to damage finished floors. But here was roller skating on a highly polished ballroom floor—with no trace of damage.

Returning home, he began talking up the idea of skating for all age groups. Showing some enthusiasm, employee association officers agreed to provide funds for a modest beginning, and 20 pairs of clamp-on skates, equipped with plastic wheels, were purchased.

Purely an experiment, Ken reserved the company's Community Hall for the first session.

Overnight, roller skating became the most popular activity offered.

Today, attendance of 60 persons is average for each of the six weekly sessions, and the original stock of skates has been increased to 50 pairs, both clamp-ons and shoe type.

Such immediate success seems surprising, but many other firms have taken to roller skating with the same enthusiasm as International Paper. They include Tennessee Eastman, Ford, Kaiser Aluminum, Convair, Consolidated Electrodynamics, Sun Oil, Continental Can, Motorola, Maytag, Lockheed and Northrup.

Embarking on this relatively unexplored area of industrial recreation, these firms have been thoroughly impressed with the unlimited possibilities of roller skating in their programs.

Says Joseph F. Shevelson, vice-president of Chicago Roller Skate and the Roller Skating Foundation, skating provides an ideal bridge between spectator sports and participation sports. It is social recreation that combin fun and sport for all ages.

Because of this rare mixture, She elson feels that skating is unbeatab in getting people to "get off their se and on their feet."

And he must be right. This sprin 650 employees of the Garrett Corpor tion in Los Angeles turned out for t company's skating party. A crowd 300 attended a Motorola party in Ch cago, and equally large numbers tu up at skating events throughout indu try.

Roller skating offers more particip tion per square foot of space than a other active sport, but the real char is its flexibility.

Inexpensive, whether the compa picks up the tab or the employe pay their way, roller skating requir no expensive equipment or speci clothing, and almost everyone kno how to skate well enough to enjoy t fun.

Rinks may be reserved for a speci



CHILDREN play an important role in company sponsored skating parties, an event that brings out the entire family. These are sons and daughters of Scott Paper employees.



DEMONSTRATIONS by skilled skaters, whether compa employees or local experts, provide top-flight entertainme and help stimulate interest in roller skating.



ROLLER RINK of tomorrow is exemplified in this drawing of Detroit's new Roller Skating Club Arena. Many new rinks are veritable skating palaces with elaborate hi-fi systems, swank refreshment facilities and noise-cutting construction.

at rental, or reduced rate admission harges, or regular admission charges ith a partial rebate to the employees' creation or social fund.

Skating parties are particularly eal as a means of raising funds. In ost rinks, groups may purchase tick- s for a certain night and resell them their own price.

At the Holiday Rink in Fort Worth, exas, a recreation association may urchase as many tickets as they like r a weekday session for only $25. hey can resell them at the regular dmission price of 60 cents. One group urchased 600 tickets for a skating arty and realized a net profit of $350 r that one night.

The Raybestos-Manhattan Corpora- on of Bridgeport, Conn., holds six of ese benefit roller skating parties a ear. The proceeds enable them to pro- de college scholarships for children employees.

One of the most successful roller ating programs in the industrial rec- ation field has been conducted for n years by the Scott Paper Company Wilmington, Del.

More than 600 Scott employees pa- onize company parties. With the ant operating on a triple shift, three arties are held to accomodate all mployees and their guests.

The Scott group takes over the rink r the entire evening starting at 6 m. with family skating. Later on, arents take their youngsters home, ut them to bed and return for more ating until 11 p.m.

This is another attractive aspect of ller skating—it brings the employee's mily together. In many activities, ther leaves his family at home won- ering why Dad works all day and then oes out again at night.

A. H. Spinner, supervisor of em- oyee activities at Armstrong Cork ompany, Lancaster, Pa., says, "Roller ating parties have been a very popu- r activity in our program for the last 5 years. It's an excellent family ac- vity."

Other company executives have raised the sport because of its whole- me family atmosphere. Liquor is ever served at a rink or even allowed n the premises. There is no problem morning-after hangover inefficiency absenteeism.

As an indication of the appeal to milies, the OnIzed Club, the social rganization of Owens-Illinois in St. Charles, Ill., began giving skating parties only for employees' teen-age children.

These became so successful and looked like so much fun, that the Owenettes, the women's auxiliary of the OnIzed Club, also decided to join in the sport. Soon, whole families were clamoring to attend the company-sponsored skating parties.

Of course, all this enthusiasm has not been generated by simply skating round and round the rink to a fox-trot or a waltz. A successful skating party is a real party in every sense, featuring prizes, entertainment, refreshments, games and races.

With variations, this formula can be adopted to celebrate holidays, (Halloween and Valentine's Day are naturals), pick up slack time in the recreation schedule, or as a regularly scheduled activity.

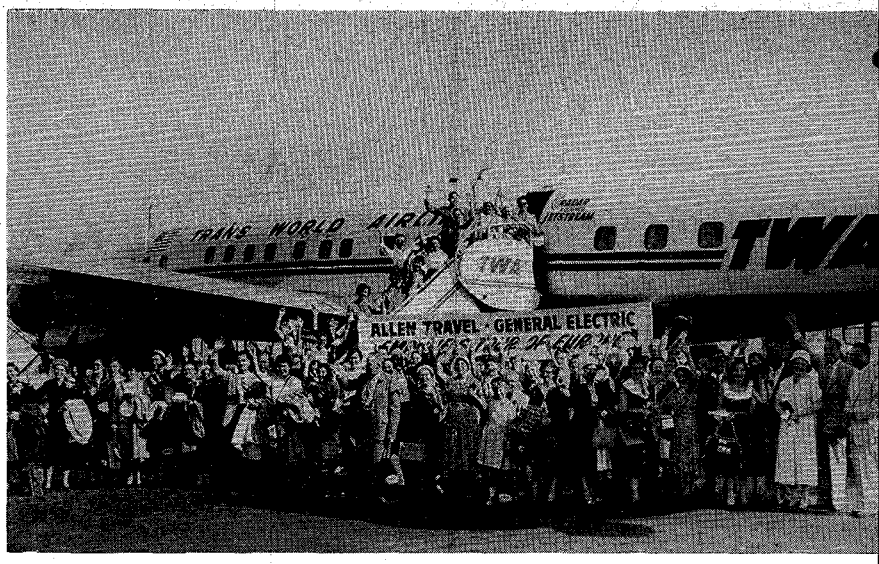
In any case, there are four primary considerations in planning any party program. The program should be: (a) interesting to spectators as well as for participants, (b) different and unusual for the regular public session skater, (c) simple for the poor skater and (d) alive for the benefit of everyone.

The program should have plenty of variety with appeal for the non-athlete. Physical fitness may be stressed and the program kept casual by inserting mixers and grand marches.

A SOCIAL activity that's hard to beat, roller skating has often been referred to as a "boy meets girl" sport. It provides an excellent opportunity for people to mix, as these girls, getting ready for a Maytag Company party in Newton, Ia., will attest.



LET'S TALK TRAVEL



FOREIGN trips for employee groups are becoming increasingly popular throu reduced fares made possible through group travel plans. Here, 75 employees G. E. return from a memorable three-week tour of Europe.

Part II of NIRA's travel guide for industry presents tips for building interest and ideas for planning your club's first big trip

All-Important Second Meeting

1. Before:

a. Follow up with a special invitation to all who attended the first meeting.

b. Announce that in addition to the election of officers, the sensational travel film ..... will be shown. (See NIRA Travel Council Film Guide).

c. If possible, contact each personally or by phone and ask them if they are coming to the second meeting.

2. During:

a. Have another travel gimmick cooked up for all who attend as they sign the log.

b. Open with a travel song.

c. Collect forms for recommendations for officers and name of club.

d. Show travel movie (nominating committee screens recommendations during film).

e. Announce slate as proposed by nominating committee.

f. Elect officers—President, Vice President, Secretary, Treasurer.

g. Announce names suggested for club; after discussion vote and award prize to individual who submitted winning name.

h. Announce that the officers will meet before the next meeting to work out committees (program, publicity and membership).

i. Throw the meeting open and call on everyone to state what kind of travel they are interested in; what kind of films they would like to see; how many films or slides they would like to show; what they would like to have guest speakers talk about. What about trips—foreign, domestic, weekend. Keep it lively, and when conversation and interest is at a peak announce that coffee and doughnuts are being served.

j. Set definite date, time and place for third meeting.

Meet with the Officers

In this period between the second and third meeting get together with the leaders—the "wheels" in the group—the people who talked the most at the first meeting and seemed to have ideas on travel. Get together with these people. Call it a committee meeting or just an informal get-together.

This is where the entire program is mapped out—this is where the duties of the various officers and committee people are explained so that each understands what is expected of him.

Get their thinking not only on who would make good committee chairmen, but to what extent they are interested in international travel, domestic trav etc. Endeavor to determine the "lev of their travel thinking."

Always remember that a club who aims and projects are "over the head of the majority of the members is n likely to achieve the desired succes This does not mean that travel educ tion should not be encouraged, but must be gradual. Determine th whether the group is composed of wor travelers or non-travelers. This is yo key as to how to plan for future mee ings.

This is a good place also to sta planning for the third meeting. Co sider contacting any airline, your to operator, or travel agent with a loc office. One of their staff will be pleas to make a guest appearance at no co They will talk about travel—about i teresting places—about how to pack suitcase—about almost anything yo and your group think may be interes ing. *Be sure to limit their time;* n over one-half hour. Remember yo have appointments to take care of the third meeting.

The Third Meeting

When this meeting has been hel your Travel Club is launched and t balance of the year you need on check and recheck that each offic and committee is functioning.

If you feel it is necessary to ke minutes, or that your club have a co stitution or bylaws; if you feel, or it company policy that any details n outlined are necessary, then arrang ments should be made in accordan with policy.

General Facts and Information

As to membership, the more the errier in a Travel Club. However, is difficult to obtain any kind of arter arrangements when you are ady to travel unless there are at ast 50 people involved. This does not ean that there must be 50 members, nce it is assumed that you would row open any special trip, or any ecial charter to ALL employees nether they are members or not. harter arrangements need not be the sis or the premise of a group tour. hen it comes to travel, however, the ore members of the Travel Club you ve, the better off you will be in mak- g special arrangements; in publiciz- g your projected trip, and in saving oney by group travel. Do not limit e membership; get every member u can. The more you have, the better e meetings will be, the more partici- tion you will have and the more ccessful the club will be.

Dues?

This depends. It's a matter of com- ny policy and local conditions. Also ur budget. Can you afford to send t meeting notices and publicize your ravel Club activities without dues? an you afford to have coffee and sand- iches or doughnuts at most meetings ithout dues? Can you afford to pay stage one way on travel films that e furnished free except for return stage? Can you obtain a slide pro- ctor and a movie projector and small reen without cost, or must one be ought and, if so, can you afford it? e feel that small token dues make for better club.

If members pay dues then they ould have some advantage, when you avel. For example, if the Travel Club ans a trip and extends the facilities the trip to all employees then the embers should have first choice on servations or a reduction in price.

What About That Trip?

Don't rush into a trip immediately. ake your time. There are literally ousands of itineraries available.

Remember, some of your people gned up on the basis of "I don't ant to go anywhere—I just want to lk about travel." So get the group ganized; get it going; talk about avel and the many places there are go; see pictures of domestic places well as foreign lands; let the mem- rs talk and see what their thinking . Survey their budget preferences.

There are definitely two schools of ought on the first trip of a Travel Club. One says to start with a domestic trip; the other, jump right into a foreign tour for the most interest.

You may want to start your club off on a weekend or domestic trip. This depends upon how advanced your club members are travel-wise. It depends upon their interest, their enthusiasm, and their determination as to what should be the first trip.

Take your time on this. Don't rush into just any trip.

Other Suggestions to Consider

1. INDEPENDENT OR INDIVIDUAL TRAVEL—A number of recreation departments provide travel literature and advice for the employees as a convenience for their vacation trips. Many departments feature travel racks.

2. GROUP OR PACKAGE TRAVEL—This is the type of travel with which the Travel Club is involved, which entails taking a group of employees on a definite packaged tour for a set period of time from one day to three weeks, and arranging all the details of such transportation, guides, hotel reservations, food, entertainment, everything. Group travel is involved where a group of employees, such as athletic teams, where transportation for the group is arranged.

Here is the phase of travel where a considerable savings is effected. Group trips to various destinations can be obtained at a reduced cost. These reductions vary with the size of the group. For example, transportation savings, over regular advertised rates, come through what is known as party rates —twenty-five or more people on railroads. Any kind of charter flight that can be arranged for a group results in a considerable savings over first class fares, as well as special rates at hotels and restaurants.

Reports on satisfactory itineraries, either standard or especially prepared for you and your group, will be furnished with all the details, prices, reservations, time schedules and rules by our NIRA Travel Council members or recognized travel agencies after you have decided about where you want to go and what you want to do. And this is all done at no cost to you.

MODEL CONSTITUTION

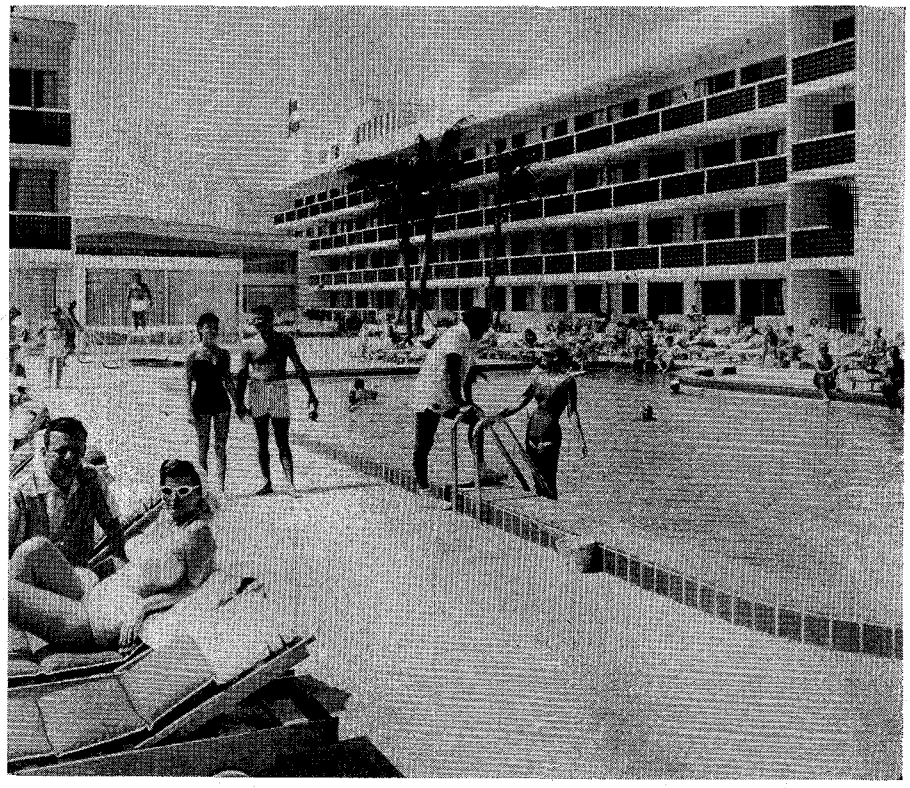
(As a guide in organizing your club, R/M reprints the Constitution and By-Laws of the Illinois Bell Travel Club.)

Article I: Name

The name of this club shall be—The Illinois Bell Travel Club.

Article II: Purposes

The club shall be primarily for active and retired employees of the Bell System and their families, to provide for them: *continued on Page 12*



DOMESTIC trips are the favorite of many employee clubs who advocate "See America First." What could be more enjoyable than a stay at one of America's top resort areas such as the one pictured above at Miami Beach, Fla?

continued from Page 11

1. Opportunity and incentive for gathering together socially.
2. Education through travel.
3. Opportunity to travel with congenial companions having similar tastes.

Article III: Membership

SECTION 1. Membership in this club shall be granted to those in agreement with its purpose.

SECTION 2. There shall be four classes of membership.

A. Regular Membership, Illinois Bell employed or retired employees, carrying voting power.

B. Junior Membership, for those under the age of 18. This class of membership shall not carry voting power.

C. Associate Membership, non-employees of the Bell Telephone Company. This class of membership shall not carry voting power.

D. Honorary Membership, shall be conferred upon persons whom the club wishes to honor, or to recognize for their interest or assistance.

Article IV: Officers

SECTION 1. The officers of this club shall consist of: Chairman, Vice-Chairman, Tour Director, Secretary, Treasurer and Historian.

SECTION 2. The Executive Board consists of the Chairman, Vice-Chairman, Tour Director, Secretary, Treasurer and the Chairman of the Budget, Dining and House Committees.

SECTION 3. Associate Members are not eligible, as officers, but may be assigned to various committees.

Article V: Meetings

SECTION 1. Regular club meetings shall be held on the first Wednesday of each month.

SECTION 2. The Annual meeting shall be the first meeting of August.

SECTION 3. The Executive Board shall meet once a month shortly after the regular club meeting, to plan the program for the next meeting, prepare the bulletin and discuss and plan future tours.

Article VI: Quorum

Seven members of the club, in good standing, exclusive of the executive board shall constitute a quorum for the transaction of business.

Article VII: Amendments

This constitution may be amended at any meeting of the club by a two thirds vote, a quorum being present. When adopted, an amendment shall be immediately in force.

BY-LAWS

1. Duties of Officers

It shall be the duty of the Chairman to preside at all meetings of this club and perform all the duties usually pertaining to the office of Chairman.

In the absence of the Chairman, the Vice-Chairman shall perform all the duties of Chairman.

The Tour Director shall organize tours, obtain data and the best rates, etc. Club members in good standing will have the privilege of obtaining information and help needed when planning their trips or tours and the making up of their itinerary.

The Secretary shall keep the minutes of all proceedings and record them in the minutes book. The Secretary will give notice of all meetings, notify officers of election and send the names of newly elected members to the Treasurer and perform such other duties as his (her) office may require. The Secretary will replace the Treasurer when on vacation. The Secretary will be the custodian of all club records.

The Treasurer shall receive and safely keep all funds (or money) of the club, and pay bills presented only on the order of the Chairman. The Treasurer will send notice to persons elected to membership. The Treasurer will replace the Secretary while on vacation.

2. Election of Officers

The Chairman and Vice-Chairman shall serve for two years. The Chairman being elected on the even year and the Vice-Chairman, the odd year.

Officers shall be elected at the annual meeting and will assume office the following month.

To be eligible for an office one must be a member for one year.

A member who is not in good standing is not eligible to vote.

A member may not hold the same office more than twice in succession, and filling an unexpired term shall be considered as a term in office.

Should an officer resign during the club year, the Chairman shall select some member of the club to assume that office and order the Secretary to send notice for the Executive Board to meet and vote on the selection of the new officer.

The duties of the Executive Board shall be to prepare for the discussion of tours, etc., that is to be presented by the Tour Director at the next regular meeting, also to help in preparing the monthly bulletin.

3. Charter

The charter for this club will l held open for two months. The Chai man shall close the charter with th October meeting of 1956.

The Secretary shall notify the Trea urer, of all new members.

Resignation from membership in th Club shall be in writing. Members i arrears, (dues not paid) within thir days shall be dropped.

4. Dues

The annual dues shall be $2.00 pa able at the close of the fiscal year. I order to be eligible to vote at the ne annual meeting, you should be in goo standing.

AMENDMENT (March 6, 1957 For anyone joining the Club after th first six months of the fiscal year, th dues will be $1.00 for the curre period.

5. Committees

At the last regular meeting befo the annual meeting, the Chairman sha appoint a nominating committee, t present a slate of officers.

The Chairman shall appoint th Chairman for the special committe such as the Dining Committee, Hous Committee, and the Budget Committe if necessary.

A. The Dining Committee shall s lect a place to eat. The price bein within reason and the location i the near vicinity.

B. The House Committee shall se that the club room is prepared fo the evening meeting. Chairs a ranged, podium or rostrum care for, gavel on hand, etc. Also, to se that the room arrangements are re stored after the meeting.

C. The Budget Committee is t study the finances for the year an arrange for a money making pro ject should the Treasury need to b supplemented. The Chairmen of th special committees shall be permitte to pick two members to serve wit them on said committees.

6. Amendments

These By-Laws may be amended a any meeting by a two-thirds vote, quorum being present.

7. Parliamentary Authority

Parliamentary procedure shall be th rule of all business meetings. "Robert Rules of Order" shall be the authorit for the above procedure.

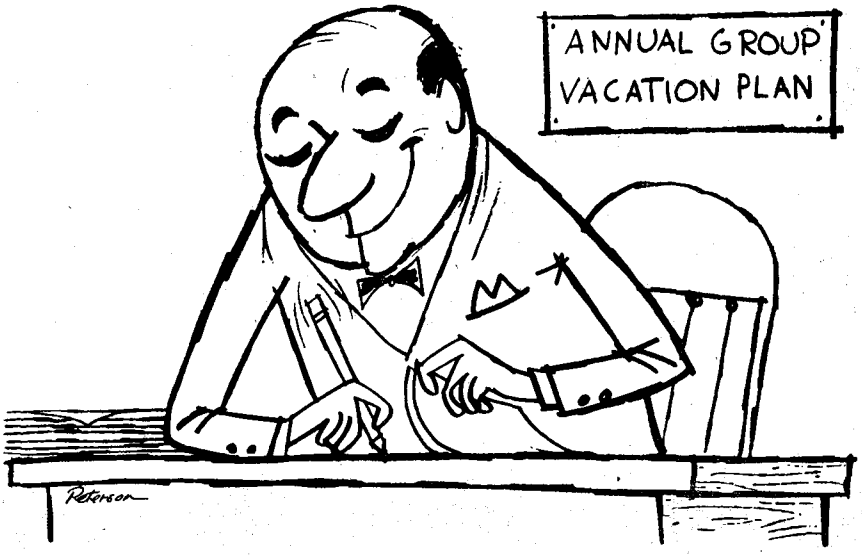
NEXT MONTH: In the third an concluding article of the "Let's Tal Travel" series, R/M offers suggestion for successful travel club programs.

HOW TO BE A MORALE BOOSTER . . .



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The Man Behind the Nation's Top Awards Banquet

In his 10 years as recreation director for the Timken Roller Bearing Company, Earl Schreiber has molded the company's recreation program into one of the finest in industry. Broad in scope, it included competition in bowling, basketball, softball, rifle, pistol, chess, photography, volleyball, horseshoes, golf and tennis.

With a long career in recreation and personnel service, Schreiber knows that a successful program is dependent not only on the variety of activities or the degree of participation, but that it needs a dramatic climax to honor the champions and give incentive for an all-out effort next year. Timken's sports awards banquet is a remarkable example of how this can be done.

Timken Holds A Spo

Laughter echoed through the halls of the Swiss Country Club in Canton, Ohio, one night last winter as 13 big-name football and baseball stars showered their audience of more than 500 Timken Company employees with a barrage of sports humor.

The audience, well fed with a full course dinner, and appropriately feted as the champions of Timken's broad recreation program, were enjoying one of the most remarkable events of its kind to be found in industry—Timken's annual Sports Award Banquet.

By sheer numbers alone the affair is noteworthy. All 500 guests are members of winning teams or individual champions from Timken's neighboring plants in Canton, Gambrinus, Wooster, and New Philadelphia.

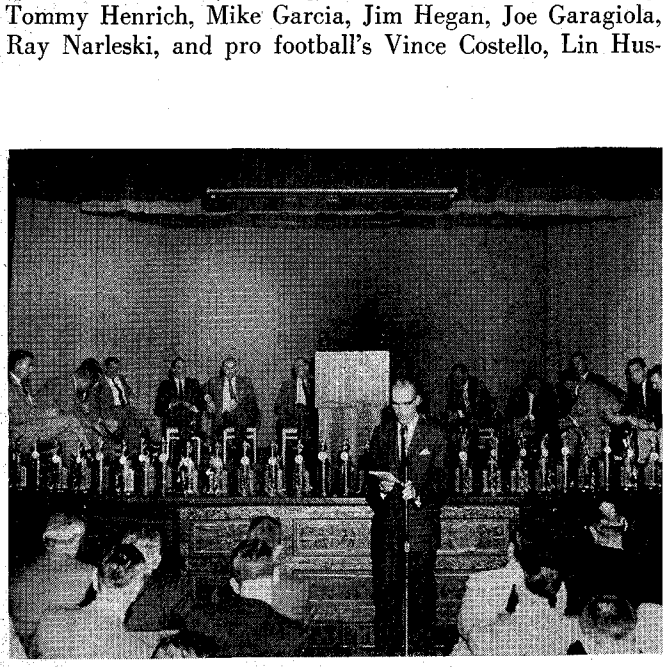
But the entertainment portion of the program reads like a television spectacular. Included among last year's speakers were Major League baseball's Gene Woodling, Tommy Henrich, Mike Garcia, Jim Hegan, Joe Garagiola, Ray Narleski, and pro football's Vince Costello, Lin Huston and Tommy James.

Topped off by an impressive awards ceremony, Timken presents a program its sports champions greatly appreciate and long remember.

Such a dramatic climax to a successful sports season might frighten many recreation directors with the mountains of work that are involved. Timken's recreation department, under the direction of Earl Schreiber, hasn't levelled those mountains, but it has found a comfortable road through them.

All banquet arrangements are handled through a nine-member advisory board made up of company employees. To ease the burden, the board prepares for the banquet more or less on a year-round basis.

For example, as soon as one sport is concluded, the awards are determined, trophies engraved and the appropriate section of the awards banquet is drafted. By the time the banquet is at hand, a great deal of the work has already been done.



STAGE IT DRAMATICALLY—Timken uses Swiss Country Club in Canton, Ohio as prestige location. Awards are displayed to whole crowd, and speakers' stage is lined with array of big-name athletes, sports-casters, and sports notables.



FEED 'EM THE BEST—Full course dinner for 500 Timken employees set a mood for the festivities which climaxed the season's sports activities. A carefully-arranged menu, generous portions, and good cooking make the difference.

HERE'S HOW

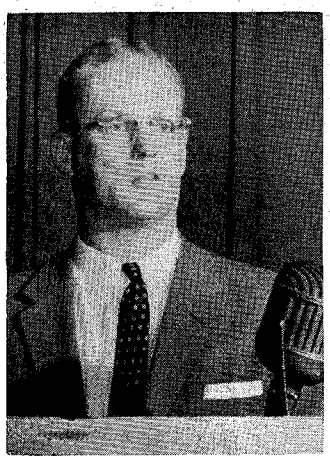
Award Banquet

Three to four months before the date of the banquet, he advisory board begins to arrange entertainment. Here Timken is greatly aided by the personal contacts of Schreiber, who was at one time the business manager of a minor league baseball team and has had considerable experience with USO Clubs and military service centers.

As banquet time approaches, the advisory board begins delegating its many duties, utilizing the same people every year and capitalizing on the facilities already set up by he company. The tickets, prepared by the printing shop, are distributed by the payroll department.

At the banquet, members of the same team are seated together, an arrangement that promotes conviviality and creates the air of a victory celebration.

With some 45 team and 15 individual awards, only team captains go forward to receive trophies. This prevents confusion and keeps the ceremony effective. Other awards are appropriately placed on the tables and winners names are announced by the Master of Ceremonies.





KEEP THE SPEECHES SHORT—Timken banquet speakers showered their audience with barrage of sports humor, kept the laughs going for over an hour. Above, left, B. R. Powell, assistant secretary, was toastmaster. Right, Joe Garagiola, former National League catcher and now St. Louis sportscaster was main speaker.



KEEP IT MOVING—Nothing kills a program like dragging things out. Over 60 trophies were awarded for team and individual accomplishment at the Timken award banquet. Trophies covered bowling, basketball, softball, rifle shooting, pistol shooting, chess, photography, volleyball, horse shoes, golf, and tennis.



)ON'T HURRY THE DINNER—People like to visit and com-)are notes as to their team's successes. Dinner gives people ı chance to get acquainted—or better acquainted and generate ;ood will—basic purpose of the activity.



GET TOP MANAGEMENT INTO THE ACT—Timken General Superintendent, E. S. "Sarge" Hoopes, Jr., (right) handled the presentation ceremonies for teams and individuals following the conclusion of the formal program.

Tax Fun? New Bill Says No

Amended House Bill 7125, just passed by Congress, could prove a boon to industrial dancing, swimming and skating parties.

Still requiring the President's signature, the measure—an "Omnibus" type of bill adjusting many tax matters—provides these principal benefits to the amusement industry:

1. Exempts the first $1 of all admission taxes from any federal tax. (Thus, a ballroom patron charged $1.50 admission hereafter would pay 5 cents tax—10 per cent of that over $1).
2. Completely eliminates and admissions tax for swimming pools and skating rinks.
3. Abolishes the tax on most swimming club memberships with only a few exceptions.

"This removal of taxes on swimming and roller skating is the greatest thing that ever happened for these participating sports," said Bud Platt, head of the Participating Sports Association. "We predict a tremendous revival in building of facilities and capital investments for sports that people actually participate in over the next five years."

Said Ed Schott, head of Cincinnati's Coney Island, "This is an especially fine break for the ballrooms who have been struggling to find an attractive admissions price and bring patronage back to the old levels. Let's hope the President signs the bill."

Vanishing Lunch Pail

Industry is keeping a watchful eye on the employee response in a medium-size Ohio plant where everything, literally from soup to nuts, is served automatically to workers.

The automatic vending devise hands out three selections of either hot or cold sandwiches, hot main course dishes, hot soup, chilled salads and for dessert, three choices of ice cream, five pastries and five pies.

Should a small part of the proceeds from these dinner dispensers go to recreation associations as does the take from other vendors, finance problems could be a thing of the past.

Actually, there wasn't a hot food vendor in existence three years ago, and automatic vending in itself is a precocious upstart. Already it is beginning to replace the lunch pail.

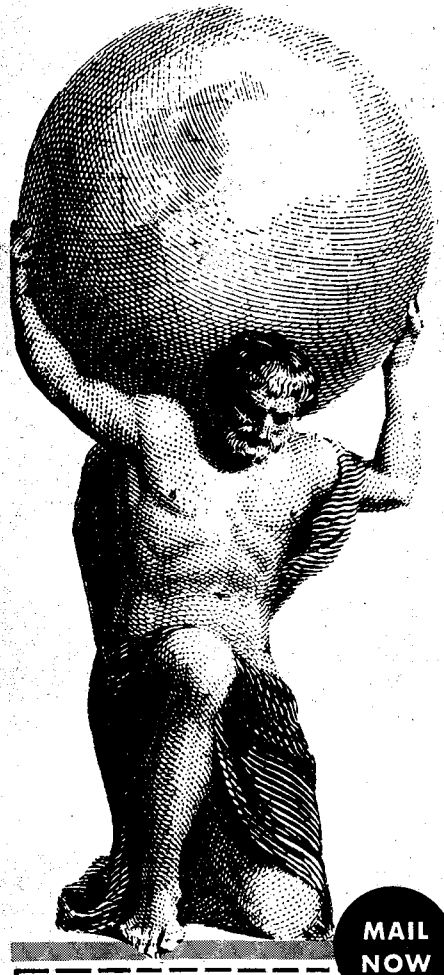
Last year, 3½ million vending machines of all types dispensed $2 billion in sales.

Kids Speed-A-Way for Fun

Combining elements of touch football, soccer and basketball, Marjorie S. Larsen, chairman, Girls' Physical Education Dept., Edison High School, Stockton, Calif., has developed a new game, Speed-A-Way, ideal for teens and sub-teens, girls and boys.

The game is adaptable to almost any rectangular field with 100x60 yards the preferred size and 75x45 the minimum. The ball may be kicked, passed, dribbled or carried. A team can score by kicking, passing or running.

Complete rules, charts, diagrams and tactics may be obtained for $1 by writing Miss Larsen.



Even Atlas would be tempted to take time off if he knew about

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With recreation equipment, the secret of economy, accessibility and control lies in

EQUIPMENT STORAGE

Large or small, industrial recreation programs almost without exception have been plagued by the puzzling and perplexing problems of maintaining equipment and preventing loss while still making it easily available to participants.

Such was the case at Stromberg-Carlson, a Division of General Dynamics Corporation, in Rochester, N. Y. Not the largest recreation set-up in industry, Stromberg, nevertheless, offers excellent variety.

For example, the company sponsors a cricket team, a sport few companies can boast. In addition, there are softball, basketball, tennis, table tennis, bowling, golf, horseshoes, volleyball, badminton, card and checker clubs.

Of 7,000 employees, about 5,500 are members of the S-C Club, which makes them eligible, through a token payment of 15 cents a month, to borrow anytime they wish from the equipment "bank."

This means a heavy strain of equipment, but it was also a weighty burden on the shoulders of Henry Mandara, vice-president of the S-C Club.

After fretting and fussing over ways to improve the club's loosely-knit system of equipment control, Mandara came up with a plan that has achieved almost 100 per cent results. In the plan's two years of operation, not even as much as one softball has been lost.

What's the secret? Equipment storage based on the principle of simplicity, that clear but often elusive method to success.

Three Essentials

The Stromberg equipment program includes three essentials: (1) tight control on basic equipment, (2) proper delegation of responsibility, and (3) proper categorizing equipment and location of storage boxes.

Equipment is broken down into three special divisions:

1. Bulk Quantity: seasonal items that are not borrowed on a year-round, day-to-day basis such as softball and basketball uniforms and equipment.

2. Frequently Borrowed Equipment: Horseshoes, volleyballs, badminton sets and even hi-fi sets for picnics and parties. These items are often used during lunch hours.

3. Immediate Equipment: items used by company teams.

Heavy equipment is stored in locked, metal-lined boxes. Only two people in the plant have keys to the boxes, thereby cutting down possible confusion and loss of equipment.

Easily Accessible

The boxes are located around the sprawling Stromberg plant nearest the areas where the equipment contained in the boxes will be used.

The manager, coach or captain of the particular activity is solely responsible for the equipment that is drawn. Even though these people are responsible for each piece of equipment they borrow, they still do not have keys to the storage boxes.

This is not a point of distrust, only part of the Stromberg simplicity approach. If the inventory were suddenly to go asunder, a quick huddle between the two keyholders would get to the root of the problem rapidly, rather than holding a convention of many keyholders.

Books are kept, notating all withdrawals and returns of equipment. Inventories are taken regularly. Knowing they have equipment charged out in their names, activity managers take special effort to see that none is lost.

The system has paid off in ways that weren't even expected. With more than 10,000 people attending the company's Christmas party, estimates for the number of toys to purchase can only be approximations. Last year, consequently, Stromberg wound up with many more than were needed.

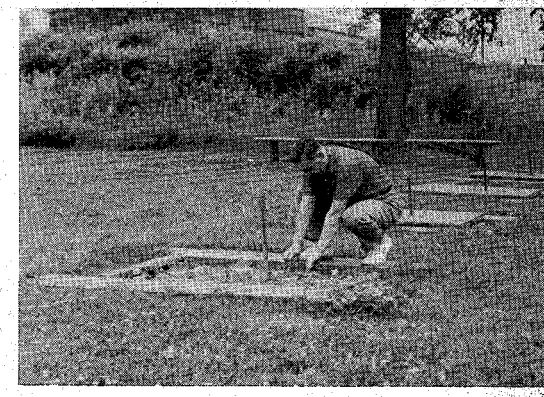
Usually, such a surplus winds up as a loss, but with the storage system set up, the toys have been maintained and can be used for this year's party.



UNIFORMS are carefully stored during the season as well as after. This can bring big savings.

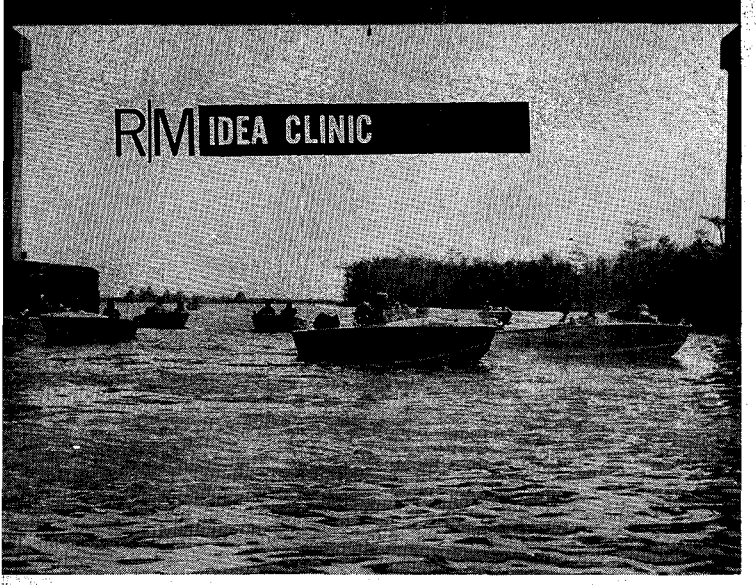


TOYS left over from last year's Christmas party have been kept in brand-new condition for use this year.

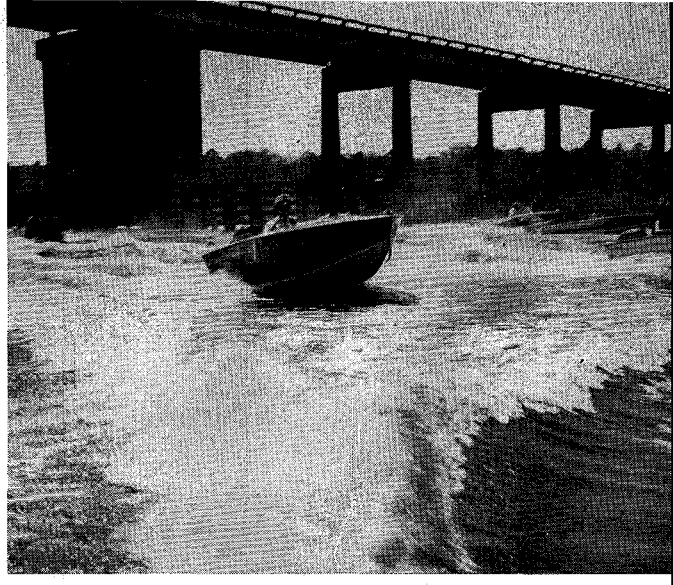


HORSESHOE pits (above) are inspected regularly, and cricket equipment (below) is well preserved when not in use.





LINING-UP for the start of the scavenger hunt, members of the Chemstrand Boat Club assemble under the Escambia River bridge about five miles north of Pensacola, Fla.



THEY'RE OFF to a flying start to search for treasure cards hidden along the shoreline on bushes, trees, stumps and logs. Parents and children of all ages participated.

TREASURE HUNT IN BOATS

Chemstrand Staff Photos

The day dawned clear and bright—perfect for the unusual program planned for Boat Club members of The Chemstrand Corporation in Pensacola, Florida.

For their first scheduled activity of the Spring, the Boat Club decided to try out a new wrinkle to a popular old game: a treasure hunt in boats.

At about 8 in the morning, several early birds took off in two boats covering both sides of the Escambia River. Their cargo was peculiar, a number of wire hangers and a stock of 3x5 filing cards numbered from 1 to 181.

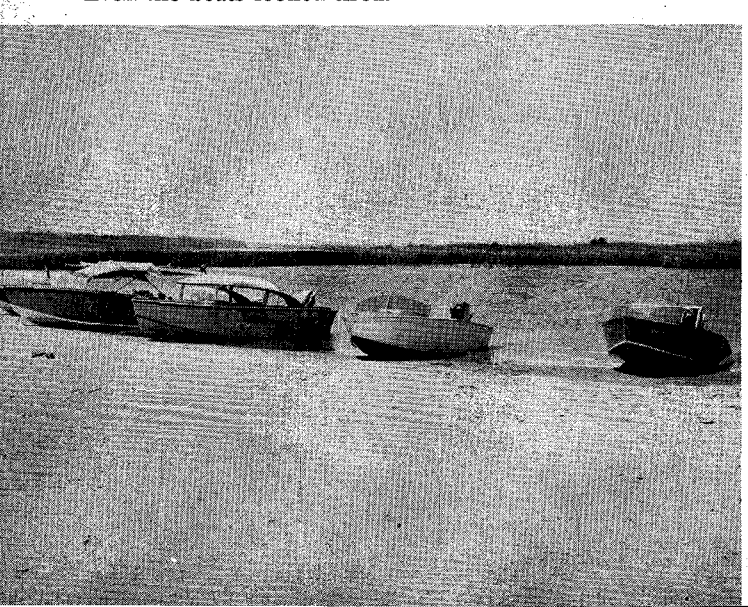
Searching out good hiding places, the crews wired the cards to bushes, trees, stumps and logs for a distance of three miles along both sides of the river.

The job done, they returned to the Escambia River bridge to wait the arrival of the other boat club members. At 10 a.m., 65 men, women and children were on the scene in 21 boats, and the starting signal was given.

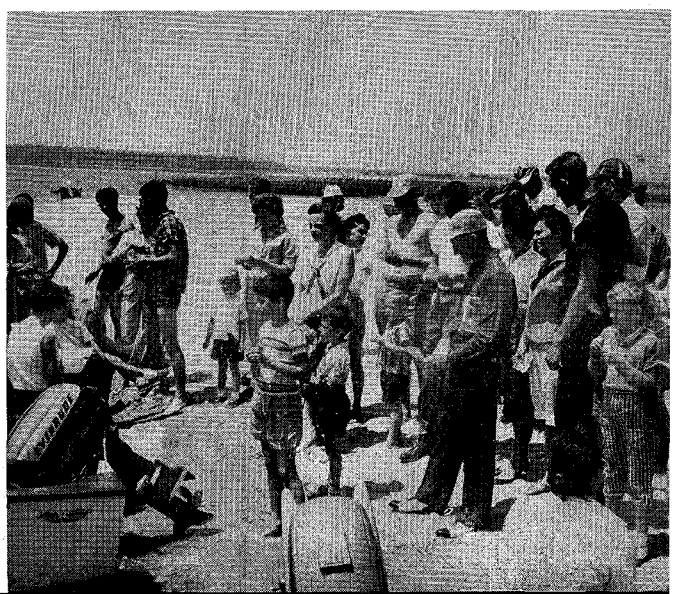
In a wild spray of surf and howls of delight, Chemstrand employees sped up the river seeking the treasure-bringing cards, all of which could be seen and secured without leaving the boats.

The search lasted until 12:30 p.m. when members raced back down the river to Sand Island to claim their prizes

HOME AT LAST boat club members met at Sand Island near the confluence of the Escambia River and Pensacola Bay. Even the boats looked tired.

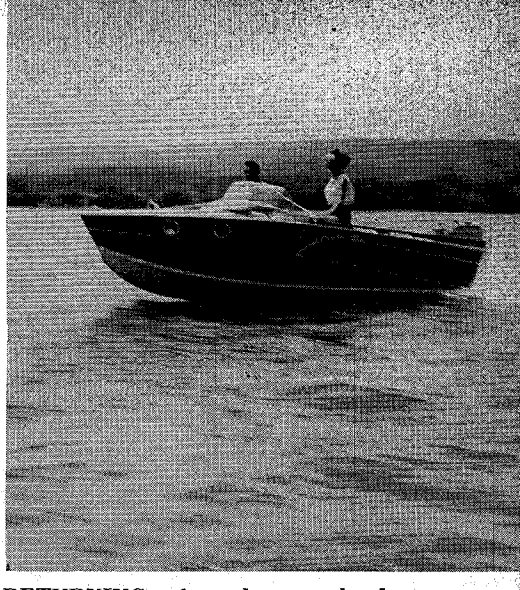


CLAIMING THEIR LOOT, club members exchange cards for prizes. The 181 prizes were generally fishing supplies for the men and cosmetics for the ladies.





SEARCHING for the treasure cards, boat club members scan both sides of the river. The cards were placed so that they could be seen and picked up without leaving the boat. The event undoubtedly called for some expert boat handling.



RETURNING after the search, boats raced down the river. They may have been too eager, missing a few cards.

and celebrate their winnings with a triumphant family-style picnic with all the trimmings.

The prizes, ranging in retail value from 35 cents to $3., had been placed in paper bags numbered to correspond with the treasure cards. In addition to the 181 scavenger hunt prizes, there were 10 booby prizes included for fun, and a $25 fishing reel, one fishing rod and six nylon boat pennants to be given away as grand prizes.

The prizes were selected at random, the number of the bag called out, and the person holding the card bearing the corresponding number claimed his booty.

Every boat participating found at least one card, but some skill must be involved because the winner pulled in 17. Nevertheless, a number of prizes were unclaimed, but these, along with the grand and booby prizes, were distributed at a final drawing.

Despite all the loot, an amazing aspect of the Chemstrand scavenger hunt was that the budget allowed only $80. for the activity, one-half coming from members' dues. Even run on a self-sustaining basis, price of tickets would have been nominal.

The picnic that followed fulfilled one of the main objectives of the Chemstrand Boat Club: family recreation. Not intended for young boat enthusiasts exclusively, the club is open to all Chemstrand employees interested in boating or water skiing, whether or not they own their own boats.

Formed a little more than a year ago, the club already numbers 68 members and 40 boats, and is growing rapidly. At present there are about 40 boats, all motor boats, among the members, but the club hopes to lure members with sail boats as well.

Membership in the club costs only $1. per year. Business meetings are held monthly, and an outing is scheduled at least every two months.

Last year's activities included a fishing trip, a day cruise for general fun and water skiing, and a Water Ski Meet at Perdido Bay, 15 miles west of Pensacola.

Some of the club members joined the Pensacola Outboard Club on an overnight, 250-mile round-trip cruise to Panama City, and the club is considering other invitations to participate in the Pensacola club's events.

But, in keeping with its purpose, the club is concentrating on planning activities that will include employees who don't own their boats but want the opportunity to enjoy the pleasures of boating and skiing.

BIG WINNERS took home (l-r) grand prize fishing reel; one of six third-place prizes, a nylon boat pennant; and second grand prize, a fishing rod.

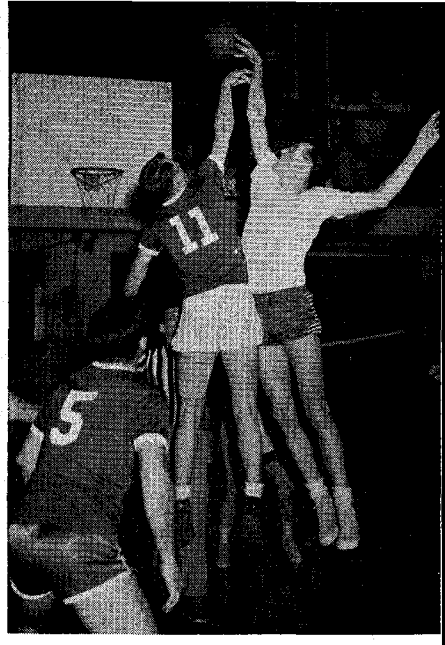


CELEBRATING mood prevailed as club members settled down to eat a picnic lunch and re-examine their treasures. The busy day came to a happy ending by 2 p.m.



BASKETBALL TAKES ON A NEW LOOK

Everybody plays as the court sport broadens its scope to include girls and kids



MEN'S basketball at U.S. Steel's Gary, Ind. plant takes in 300 employees in a red-hot 14-team league.

Today, with a helpful hand from an inventive genius, peach baskets are used to hold peaches.

This is a nice arrangement, But it wasn't always so. We all know that peach baskets were originally used as basketball goals until they were found to be inadequate.

Another idea of the peach basket era that has been outdated is that basketball is strictly a rough and tumble sport requiring great dexterity and endurance.

As far as it goes, this idea, of course, still holds true. But the game of basketball, as invented by Dr. James Naismith, can go much further than this limited application.

Spurred by the need to improve the nation's physical fitness, recreation officials have searched for an appealing indoor game that is both fun and physically beneficial.

This search led them right back to Dr. Naismith and his original purpose for inventing basketball: to provide an indoor winter sport to supplant tedious gymnasium exercises.

Looking at basketball from this forgotten view point, recreation leaders are opening up a vast new era in the game's history.

Already Biddy Basketball, for boys age 8-12, counts almost half-a-million participants. Its little brother, Iddy Biddy Basketball, is catching on quickly for boys under eight years.

But, in probably the purest example of basketball as recreation, Biddy Basketball for Girls (up to 13 years old) shows signs of a highly successful future with more than 10,000 girls participating in the program last year.

It is with the girls that the new trend in basketball is most obvious. For example, Rex Mills in Gastonia, N.C., sponsors two teams in the Girls Biddy and Teener Girls leagues. This youth activity, coupled with the rising popularity of interscholastic competition between high school girl teams in many states, is setting the stage for a future demand in industry for more girls' basketball programs.

In many cases, however, the demand is already there. Many companies who have conducted girls' basketball for a period of years have naturally shown a tendency toward tournament and league play for highly skilled players. This has its good points, but hinders universal participation. Many girls are eager to play, but because of their average or inferior abilities, they are driven away by the specialists.

The same situation often prevails among the men. Many aging high school heroes long for the chance to star again, but extra weight and shorter breath cut their chances for making company teams.

The solution in both cases—basketball as recreation. For the men, two popular programs fill the bill: new slow-break rules or junior varsity teams and leagues. For the women, new teams and leagues for novices only.



KIDS get into the act too, at The Detroit Edison Company. Special backboards bring the basket down to shooting range in accordance with Biddy League specifications.



GIRL'S varsity basketball squad at McDonnell Aircraft Corporation, St. Louis, Mo., line-up in their dazzling uniforms. Known as the Rockettes, they have a winning reputation.

AMERICA'S No. 1 BASKETBALL SHOES

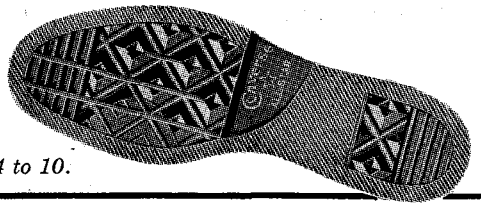
In your choice of 2 great models!

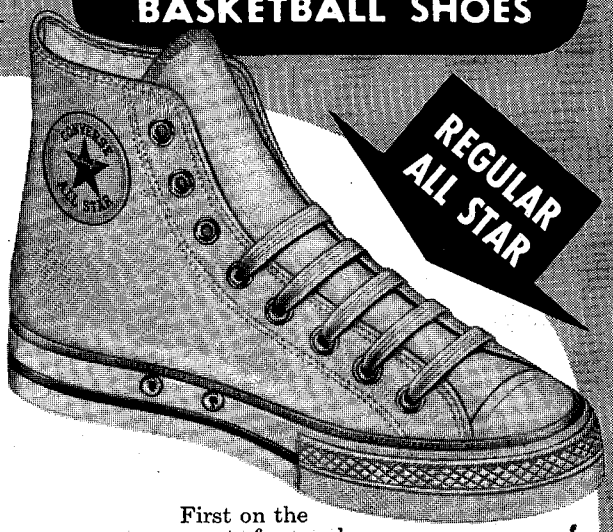
Winning play in basketball demands the best in basketball footwear. Converse "All Stars" have won and maintained overwhelming preference among players and coaches everywhere. If you want the best for your squad, just tell your dealer or distributor — "All Stars, of course!"

CONVERSE
'Chuck' Taylor
ALL STAR
BASKETBALL SHOES



Completely new conception in design, incorporating features never before available in a low-cut basketball shoe: ANGLE-CUT HIGH FRONT QUARTER provides snug, wrinkle-free instep support . . . CONTOUR FITTED HEEL COUNTER for glove-smooth, positive fit . . . SEAMLESS FOREPART to eliminate chafing. *Black or White; Men's sizes 3 to 17, Women's 4 to 10.*





First on the courts for nearly 45 years. Still the world's outstanding basketball shoe . . . worn by more leading teams in high school, college and major league play than any other basketball shoe made. *Black or White; Men's sizes 3 to 17, Women's 4 to 10.*

BOTH ALL STARS feature

- COOL, COOL FREE-BREATHING loose lined army duck uppers
- LIGHTWEIGHT for speed
- FOOTFORM LAST
- ARCH CUSHION combined with shock absorbing sponge insole
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- NON-MARKING MOLDED OUTSOLE for positive traction
- FABRI-GARD LINING is treated to better withstand chemical action of perspiration
- EASILY WASHABLE with mild soap and water

CONVERSE RUBBER COMPANY, MALDEN 48, MASSACHUSETTS



TOYS are passed out to children at Eastman Kodak's Christmas party by girls wearing Santa Claus stocking caps and red capes trimmed with white fur.



SANTA CLAUS is a must at any Christmas party. Here he sets up his headquarters in the lobby of the Kohler Memorial Theater to visit with 4,000 Kohler children.

Industry Wants

A FAMILY CHRISTMAS

The office brawl is on the way out, supplanted by parties where Dad brings Mom and the kids in keeping with the true spirit of Christmas

To the relief of millions of housewives, thousands of working girls and the great majority of men, that yearly debacle known as the company Christmas party is undergoing sweeping changes for the better.

Under the old system where the plant went up for grabs on the afternoon before Christmas day, housewives paced the floor wondering when and how their husbands would come home, secretaries huddled together hoping for safety in numbers, and most of the men, since they weren't working anyway, would have preferred to spend the time at home with their families.

After all, Christmas is a family occasion.

Management was not happy either. Their reluctance to go all out in supporting these ordeals often made matters worse. Employees expect the company to do something about commemorating Christmas. It is the ideal time for management to show its appreciation and cement good will.

Faced with mounting dissatisfaction, many firms ignored this role and began to prohibit Christmas parties or give only token holiday greetings.

Other companies, analyzing why their parties flopped, have come up with a variety of Christmas celebrations that are incomparable for their value in industrial and community relations.

Many of these programs are not new, but they are just beginning to catch on throughout industry. All of them include all or part of the family. Generally, they fall into five major classifications:

1. Open House. Follows general open house pattern only with Christmas frills such as Santa Claus, company musical group as carolers, booths, Christmas stockings as gifts or favors, decorations and appropriate refreshments. Ideally suited for large companies, Dominion Foundries and Steel Ltd. (Dofasco), Hamilton, Ont., entertained 15,000 guests in four hours.

2. Children's Party. Usually held in company cafeteria or auditorium, but arrangements can be made with local theater or high school. Essentials are Santa Claus and a show. This can be either a live Christmas pageant or variety show, staged by professionals or a company theatrical group, or a series of motion picture cartoons. An added feature to build interest is a Christmas coloring contest. This program can accommodate any number also. Delco-Remy, Dayton, Ohio, hosted 9,000 at five performances between 8:30 a.m. to 8:00 p.m., last year.

3. Dance. Becoming increasingly popular, a dance, although it excludes children, can be one of the most successful and appreciated types of Christmas celebrations. Ramo-Woolridge Corporation's second annual Holiday Ball drew 3,000 employees and guests to the Ambassador Hotel in Los Angeles last year. Three adjoining rooms totaling 21,000 sq. ft. gave the dancers plenty of space and three orchestras with professional vocalists provided the music. For an affair of these proportions, tickets were sold to defray ex-

enses, but they cost only 90 cents ach.

4. Banquet. Also follows standard rocedures with the Christmas atmos- here created by decorations, place ettings, menu and short entertainment eriod. For those companies who usu- lly give each employee a Christmas onus check or gift, the banquet pro- ides a perfect setting. It is at this me also that the company president an give a short message of Christmas reetings.

In areas where transportation diffi- ulties would cut attendance at family atherings, a banquet is undoubtedly he best form of employee-only cele- ration.

5. Circus or Carnival. Combines nany of the elements of the other four rograms. The Christmas Carnival, onducted by Lennox Industries, Inc. n Marshalltown, Iowa, runs for two ights, features two, one-hour stage hows each night, a caricaturist, bingo ames, dancing and typical carnival efreshments.

Timing of these affairs seems to be f little importance, but it is probably est not to crowd into the hustle and ustle of those busy days immediately receeding Christmas. Some events are eld as early as the first week of De- ember with the majority falling be- ween the 16th and the 20th.

This can be the biggest time of the ear for the company's music, drama, obby and craft clubs. The result of heir consolidated efforts can be amaz- ng, as is their willingness to cooperate n a project of this type.

Aside from the obvious contributions f music and entertainment, these roups have much to offer within the cope of their regular activities.

The travel club may be interested n working up an exhibit showing how Christmas is celebrated in foreign countries. Garden and handicraft clubs could be of invaluable assistance in arranging and preparing decorations, and the girls' club could wrap gifts and prepare unusual refreshments.

All of these programs have many variations and are adaptable to almost any situation. An outstanding Christmas celebration can be developed at little cost with the only requirements for success being good planning and a little imagination.

Well ahead of the party date, an employee Christmas party committee should be named, and chairmen assigned for each function.

The gift committee is one of the first to swing into action. At Georgia Lockheed Aircraft Corp. in Marietta, this group meets in July to evaluate hundreds of possible gift items. Considering that the company purchases 45,000 gifts and 13,000 Christmas Stockings, this date is not premature. In fact, a survey of 115 NIRA member companies revealed that 25 per cent of company Christmas gifts are purchased before the end of August. Peak buying time is in October and November.

Gifts of All Types

Gifts run the full range of prices. For the kids, stockings are the favorite and can be purchased, ready for distribution, for as little as 30 cents each. One manufacturer's recreation association buys 9 or 10 small items and packs the stockings itself for a unit cost of $1.25. The average for industry is 72 cents per toy.

Games, of course, are always popular, but care must be taken in their selection. Grumman Aircraft Engineering Corp. restricted its toy purchases to those which required or taught some kind of creative activity.

Age and sex of the children are also important buying considerations but bring up a problem of distributing many different kinds of gifts.

Generally, toys are purchased in age classifications running from two years old and under, 3 to 6, 7 to 10, and 11 to 13. If the gifts are wrapped, different color ribbons can be used to correspond to the appropriate age grouping. Another arrangement is to give each child a colored name tag corresponding to his age classification.

Determine the Number

Questionnaires must be sent out at an early date to determine approximately how many children of what ages will attend the party.

Regardless of the gift, its acceptance may depend on how it is presented. Last year, the Kohler Co. dressed volunteer employees in elves costumes, complete with beards, to serve as Santa's helpers.

Probably the most dramatic presentation, however, was the stunt planned by Dayton Power and Light Company. While the crowd in the packed auditorium were heartily singing Christmas carols, jingle bells were heard in the background. As the bells grew louder, house lights dimmed and the audience quieted. Suddenly, amid shrieks of delight, a spotlight hit the stage where good ole Santa waited with lots of gifts for all the kids.

For most adults, this is one of the real joys of Christmas. Said a woman attending the Kohler party last year, "I don't think I've ever seen so much fun under one roof."

IAPPY FACES foretell the success of the Christmas show t Eastman Kodak in Rochester, N. Y. More than 1,500 hildren and grownups attended the two shows.



REFRESHMENTS are always an important part of any celebration. Appropriately, popcorn went over big at Lennox Industries' Christmas Carnival last year.



R/M RESEARCH REPORTS

Retirement Survey

New study reveals the extent of retirement programs in industry for older and retired employees

With older persons forming an ever increasing segment of the population, retirement has become one of the nation's most pressing problems.

Striking out with bold new steps into unexplored areas of education and service, industry has taken a major portion of this problem upon its own shoulders (RECREATION MANAGEMENT, Sept. 1958).

Now, in the most extensive study of its type, Howland Reich, as a graduate student at Purdue University, has established a standard for evaluating industrial retirement programs and developed a guide for companies planning such programs.

Entitled, "An Analysis of Industrial Recreation Program Plans for Retirement and for Retired Employees," Reich's master's thesis, dated August 1958, is based on 257 returns of 723 questionnaires sent to company, branch and divisional members of NIRA.

The purpose of the study is to demonstrate the growth of these programs and determine what industry is doing to prepare its employees for retirement and what programs it has made available to retired employees.

On these pages, R/M reproduces three charts showing how many companies sponsor programs, at what age they begin preparing employees for retirement and what services, educational programs and activities are most popular, before and after retirement.

Slow in starting, 79 per cent of the retirement programs for men and women have been inaugurated within the last ten years. The survey found only one program in existence before 1927, and none were started during the depression period, 1928-32.

The great majority (80%) of the programs are supported by the company, but one-third of the companies reporting indicated more than one method of financing. Dues were second on the list at 10 per cent, and other sources of income included concessions, recreation budget, admission to events and employee contributions.

With management footing the bill, it follows that 62 per cent of the programs are controlled by management only. However, a third of the programs are controlled jointly by management and retiree club members. All of the programs are administered by personnel or industrial relations departments and their sections.

Company and employee association facilities were by far the most frequently used facilities for retiree program functions, but city parks, commercial agencies and public schools ranked next in that order. Generally the retired employee retained his membership in the company recreation or social club.

An interesting trend revealed in the survey shows that activities are beginning to be more than merely something to "keep the old folks busy" and help them escape loneliness and boredom.

There have been many programs designed on the assumption that they had to be geared to declining capacities. Now, the new trend is to use the word "development" in describing the latter half of life, or the period known as aging. This is a recent and important step in the picture of aging as it is today.

A noted doctor who specializes in treating older people states indignantly that too few of them wear out: most of them rust out. He is referring to their minds as well as their bodies. Most retired people need something to fill their lives in the same way their regular jobs did in former years. Retirement programs should be designed to help fulfill this need.

Reich believes that use of chronological age to determine date of retirement will give way to plans which call for retirement only when the employee desires it or when he can not pass reasonable tests to continue working.

continued on Page 26

HOW MANY PROGRAMS ARE OFFERED

Extent of Pre and Post-Retirement Programs Offered By Size of Company

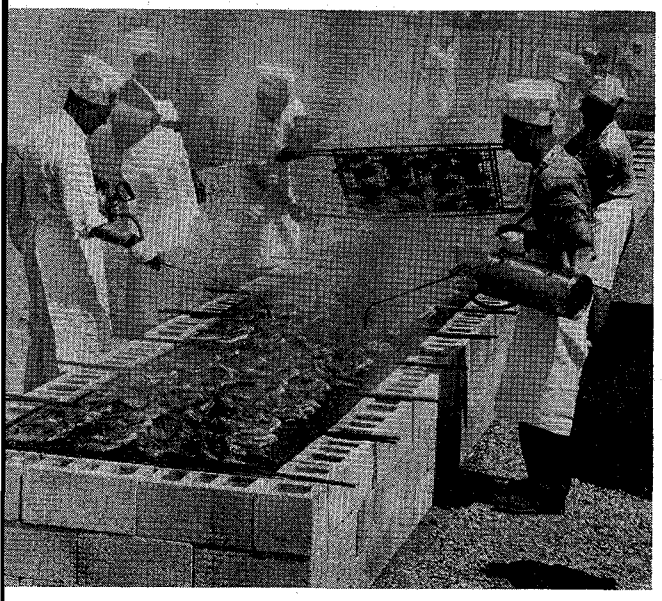
Company Size	Companies Reporting	Per Cent With Pre-Retirement Programs	Per Cent With Post-Retirement Programs	Per Cent With Both Programs
under 500	43	30	21	21
500-1,000	45	49	36	31
1000,-2,500	73	37	34	25
2,500-5,000	42	48	39	39
5,000-10,000	15	53	53	47
10,000 and up	32	66	50	50
Total	**257***	**44**	**36**	**31**

*Seven companies did not specify size although they classified their programs.

WHEN TO START

Employees' Age When Company Begins Retirement Preparation

Age	Companies Reporting	Per Cent
Below 50	2	3
50	2	3
55	7	11
59	2	3
60	30	45
62	4	6
63	5	8
64	11	17
65	3	4
Total	**66**	**100**



BARBECUE FOR 4,000 AT DAYTON POWER AND LIGHT

More than 5,000 half chickens were barbecued by the Key Men's club of Dayton Power and Light for 4,000 employees and their families for DP&L's 75th anniversary open house. The garden sprayers contained barbecue sauce.



LADIES KEEP TRIM AT CONVAIR'S HEALTH CLUB

Both the facilities and the girls get a big work out at Convair's new health club in Fort Worth, Texas. Equipment includes barbells, incline boards, a bicycle training machine, rowing motion machine and weight reducer.





how GREETING CARDS can help you

THEY CAN HELP FINANCE YOUR RECREATIONAL PROGRAM

Employee Recreational Programs are not always paid for in full by the company. By the sale of greeting cards some recreational programs which were not possible before can now be realized with the addition of the extra money made from the sale of greeting cards to the employees.

This and many other advantages are yours with very little effort on your part. The W/S proved plan requires no full time personnel, no expensive floor space, no risk, no employee soliciting.
Your employees will appreciate the convenience . . . you'll appreciate the added income.

The FREE booklet explains our plan simply and quickly . . . send for it . . . For your convenience, field representatives are available to help set up the plan. Our representatives will call at your request.



WETMORE & SUGDEN, INC. SINCE
Fairport, New York • Member NIRA 1924

World's Largest
Christmas
Card
4 FEET HIGH!



A beautiful reproduction of a famous artist's painting of Santa Claus—reflecting the warmth and good cheer that makes for the perfect holiday spirit.

Colorfully lithographed on a rich white background of durable, weatherproof material (impregnated with plastic, for outdoor and indoor use).

Makes you stop, look and smile.

Smartly designed tip-on card included for message and name. Makes an ideal pinup poster for handling on:

windows—walls—doors

or as a cutout for special mounting on cardboard, masonite, etc.

Individually packaged in self-mailing tube.

Wire, phone or write for complete details and special low price for employee activity groups to:

CREATIVE MERCHANDISERS
646 N. Michigan Ave., Chicago, Ill., Phone, MOhawk 4-3220

Retirement Survey

continued from Page 24

WHAT TO OFFER

SERVICES

Type Service	Pre-Retirement Companies Reporting	Pre-Retirement Per Cent Offering Service	Post-Retirement Companies Reporting	Post-Retirement Per Cent Offering Service
Group Insurance	91	95	66	56
Individual Counseling	88	92	61	51
Newsletter	81	84	119	100
Pension Plans	71	74	64	54
Medical Benefits*	70	73	55	46
Credit Unions	60	63	37	31
Pass to Company Store	40	42	45	38
Group Counseling	26	27	14	12
Home Visits	26	27	32	27
Health**	25	26	11	9

*71% included the family in medical benefits
**Health services offered once a year by 52%, as necessary 12%, not specified 36%

EDUCATIONAL PROGRAMS

Type Program	Pre-Retirement Companies Reporting	Pre-Retirement Per Cent Offering Program	Post-Retirement Companies Reporting	Post-Retirement Per Cent Offering Programs
Finance	41	87	9	47
Health	39	83	9	47
New Hobbies	37	79	15	79
Social Adjustment	32	68	10	53
Housing Arrangements	29	62	7	37
Family Life	28	60	5	26
Future Employment	20	43	5	26
Community Participation	17	36	8	42
Civic Responsibility	14	30	7	37
Rehabilitation	11	23	6	32

ACTIVITIES

Type Activity	Pre-Retirement Companies Reporting	Pre-Retirement Per Cent Offering Activity	Post-Retirement Companies Reporting	Post-Retirement Per Cent Offering Activity
Social	22	67	21	68
Sports and Games	21	64	15	48
Entertainment	19	58	18	58
Clubs	19	58	18	58
Nature and Outings	16	48	15	48
Dancing	12	36	11	35
Music	12	36	9	29
Crafts and Arts	8	24	8	26
Dramatics	8	24	7	23
Visits	7	21	8	26
Literary	7	21	6	19

This belief is based on the agreemen of experts that chronological age i a very untrustworthy criterion to appl to the aging process. A man or woma can be old early or young at seventy The difference is based on many psy chological, biological, physiological an social factors. Some authorities indi cate there is already a gradual move ment in industry not to enforce retire ment at a fixed age.

Of the companies surveyed in th study, 2 per cent had plans for norma retirement without provisions for com pulsory or automatic retirement Another 55 per cent had plans call ing for retirement at an age later tha the normal 65.

Those people planning service should recognize that aged person need various securities: (1) employ ment, (2) home, (3) health, (4) in come and (5) leisure. Retirement pen sions and social security have helpe ease some of the problems, and to d away with the feeling of loneliness leisure activities are being encouraged

Older people need to be channelle into new activities that will use thei acquired skills, experience and judg ment. The majority of these peopl need to be shown the possibilities tha exist and, provided with the facilities will enable them to start themselve on a second career.

In most cases, a person given a opportunity to create will respon eagerly. The main thing is to get th person interested during a pre-retire ment program and then follow through after retirement.

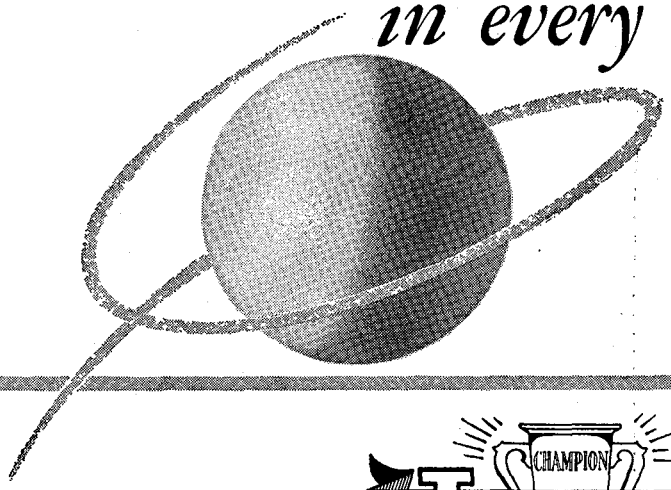
Bowhunters Bag Big Game

Estimates received by the Athletic Institute from the American Bow hunters Association reveal that 258,21 bowhunters sent their arrows winging through wood and dale last year. What did they hit? Trees, brush and fences came in for their share of direct hits but so did 11,706 deer, 10 antelope three cougars, two elk and one bull buffalo.

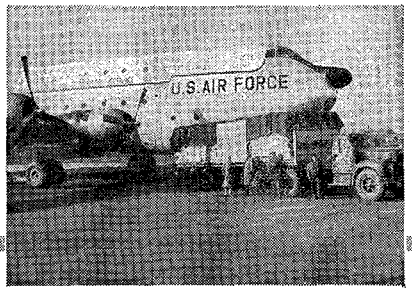
The longest shot on record was made shooting into the wind at a run ning buck antelope 130 yards away.

Pennsylvania leads the field with approximately 55,554 bowhunters, fol lowed by Michigan with 38,500 and Wisconsin with 30-35,000. However more deer were killed in Michigan (2,370) and Wisconsin (1,739) than in Pennsylvania (1,350). Deer were killed in all but a few states.

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you'll find CHAMPION TROPHY® *on the finest playing floors!*

University of Hawaii Gymnasium—TROPHY-finished.



Hillyard TROPHY "Finish for Champions" — the lightest, smoothest, longest-wearing gym floor finish, no-glare and non-skid — is the favorite of players and spectators alike.

Some of the World-famous Hillyard-finished floors are in: BELGIUM, FRANCE, HOLLAND, SWITZERLAND as well as in the U.S. Armed Forces Bases in JAPAN, KOREA, OKINAWA, PEARL HARBOR and HICKAM FIELD, HAWAII.

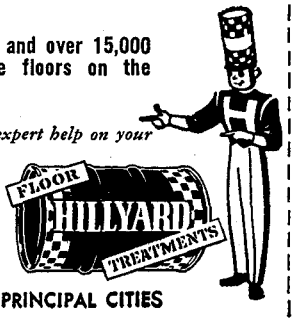
PLUS — Every major tournament floor of 1957-58 season and over 15,000 of the top-ranking gymnasium and field house floors on the mainland of North America.

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HILLYARD, St. Joseph, Mo. P-6

Please send me full information on how easily I can have a Tournament-caliber TROPHY floor—and how this fine finish will simplify maintenance.

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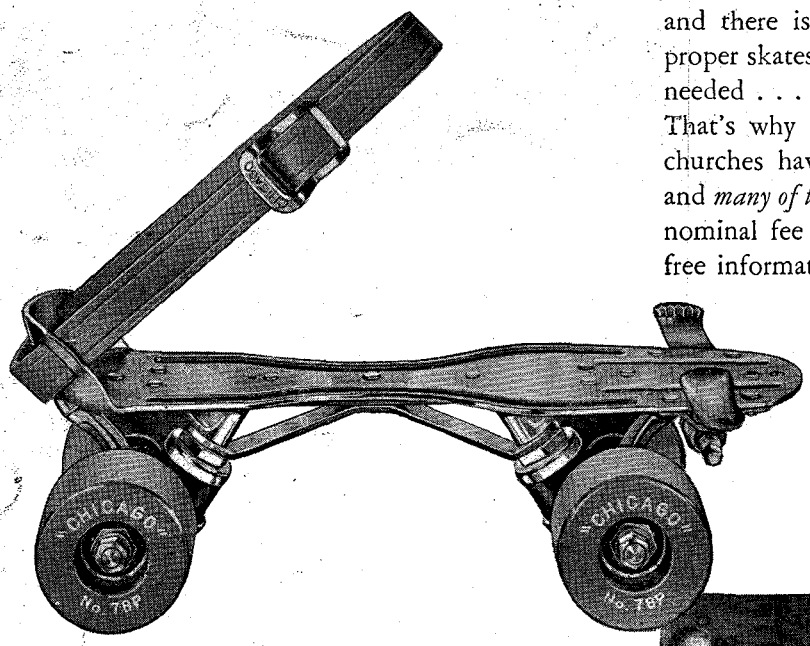
City_____ State_____

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a profitable recreation that entertains more people in less space...

Roller skating is a sport enjoyed by the young in heart. A gym, hall or any other smooth surface makes a fine skating area, and there is no damage to the floor if proper skates are used. Little equipment is needed . . . little supervision is required. That's why more and more schools and churches have roller skating programs—and *many of them make money* by charging a nominal fee for skating. Write today for free information.





New Rubber-Plastic Wheels are kind to gym floors

Not only do these new Duryte rubber-plastic wheels outwear others, they give the skater more traction and smoother rolling. They are guaranteed not to mar or scratch the floors. Write for free details on roller skating programs and skating equipment.

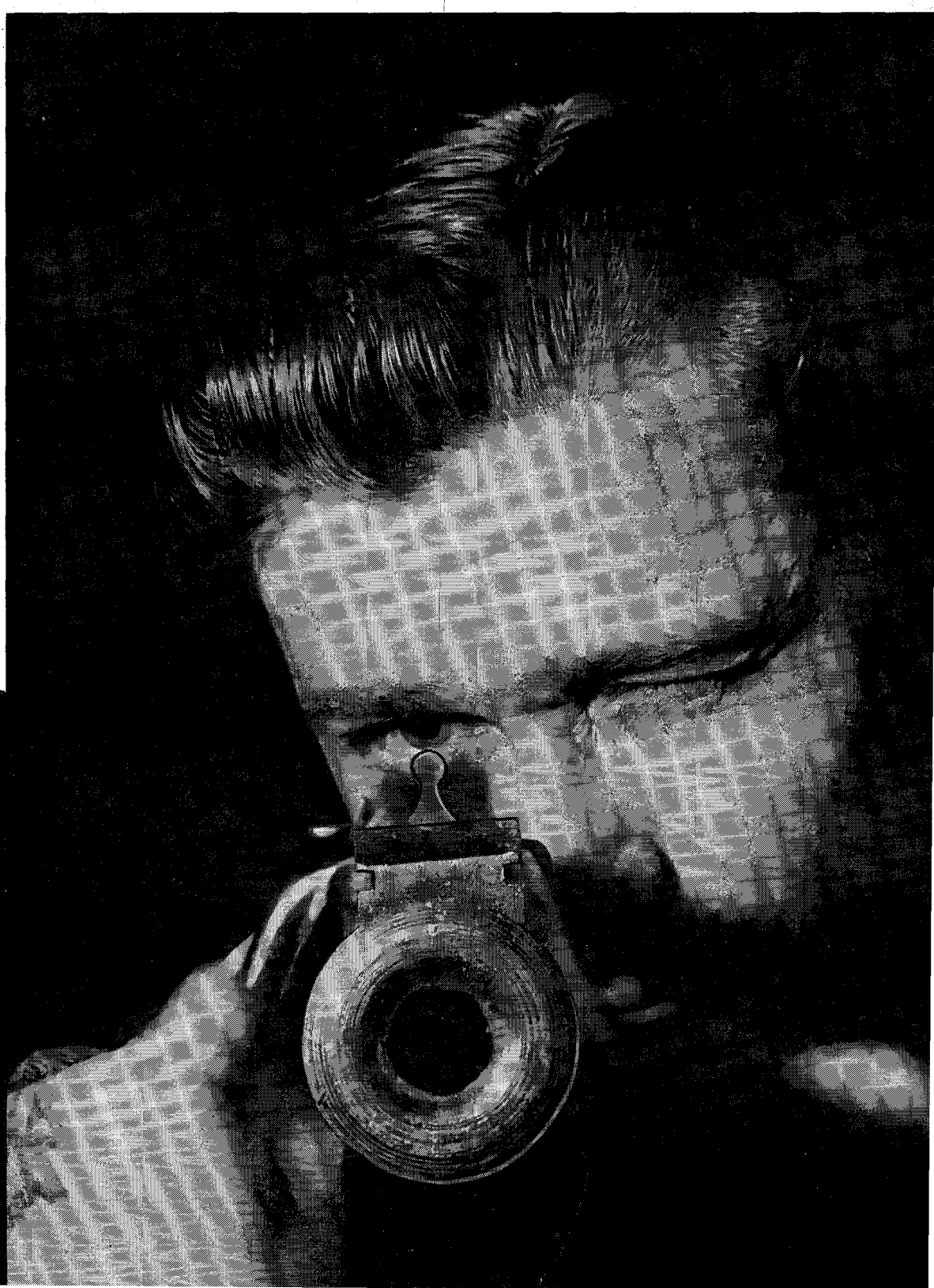
"CHICAGO"® Roller Skates

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RECREATION MANAGEMENT

NOVEMBER, 1958

THE NATIONAL MAGAZINE OF RECREATION IN INDUSTRY



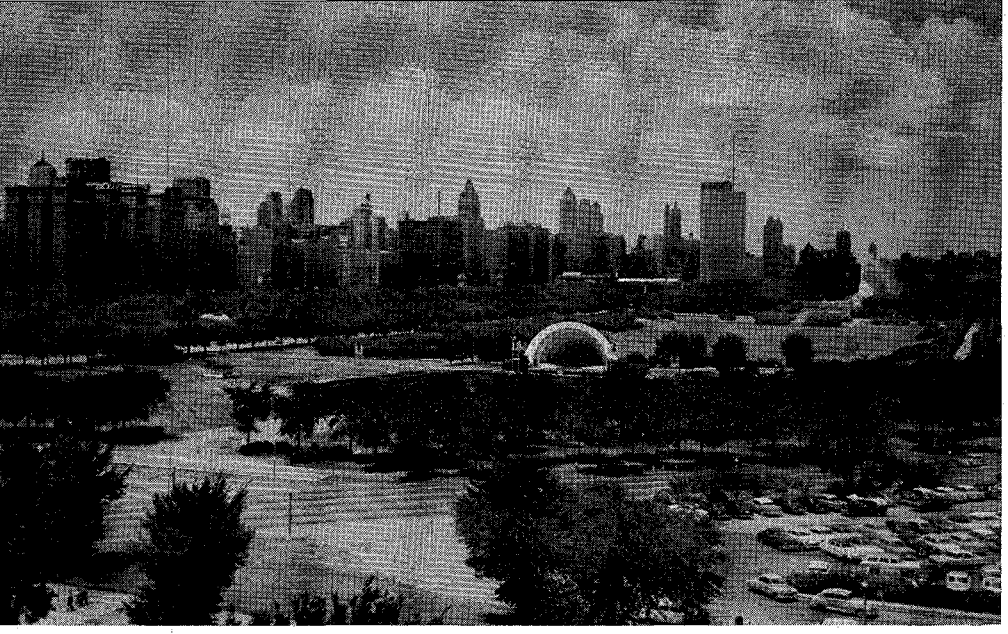
MANAGEMENT
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CLINIC—TOUCH
BALL ..... page 17

ON THE
A-RAMA ... page 18



Chicago

INDUSTRIAL RECREATION WORKSHOP

If you have 3 employees or 33,000

You'll find ideas you can use NOW

With the theme "Industrial Recreation for All, Big or Small," Chicagoland's first, one-day, employee services workshop brings to Midwest Industry an array of recreation activities that every company can afford. Co-sponsored by NIRA, City of Chicago, Chicago Park District, Board of Education, Cook County Forest Preserve, Grant Park Rec. Assn., Greater Chicago Industrial Rec. Council, Skokie Valley Industrial Rec. Assn., and Cicero Mfgr.'s Rec. Assn., the workshop will be held in the Hotel Sherman's beautiful Bal Tabarin Room from 8:30 a.m. to 4:45 p.m., November 13. Register now for this opportunity to strengthen and improve your employee relations program.



FEATURED SPEAKER: GAYLORD DONNELLEY
As key speaker, Gaylord Donnelley, president of R. R. Donnelley and Sons Company, will discuss a question of vital interest to every executive responsible for industrial recreation: "Must we subsidize recreation, or is our job merely to introduce ideas and activities?" A hunting and fishing enthusiast, Mr Donnelley is also a Trustee, Univ. of Chicago; member, Yale University Council; director, Research Foundation and National Recreation Assn.

AGENDA

8:30 Registration
9:00 Purpose
9:15 Benefits of Employee Recreati
10:00 Recreation Opportunities for Business and Industry
10:00 Chicago's Opportunities for Business and Industry
P. J. McCarthy, Ass't Recreation Direct Chicago Park District
11:00 Tips for Successful Programs
William Krienitz, Manager, Employee Se ices, Victor Adding Machine Co.
12:30 Luncheon, George B. Shaw Roo
Chairman: John Crnich, president, Great Chicago Industrial Recreation Council
Remarks: Tom Croft, NIRA President, a Chief, Employee Service, Convair. Key A dress, Gaylord Donnelley, president R. Donnelley and Sons Company
2:00 City, School and Industry C operation in Meeting Recreati Needs of Industry
3:00 Problem Solving Clinic

for advance registration

complete and return to:
NIRA, 203 N. Wabash Ave.
Chicago 1, Illinois

HOTEL SHERMAN—NOVEMBER 13
Bal Tabarin Room, 8:30 a.m. - 4:45 p.m.

NAME _____ POSITION _____

COMPANY (OR DIVISION) _____

STREET _____

CITY _____ ZONE _____ STATE _____

Registration fee $15., includes luncheon

CHECK ENCLOSED ☐ BILL US ☐

R/M RECREATION ROUNDUP

heck Mate Liability Suits

What happens when one of your ıecker players files a liability suit ;ainst your company for an injury stained in a lively match?

Don't laugh. A Rhode Island firm ıs sued for that very reason by an ıployee who charged that his stool ıpped as he pushed himself back om a checker match during lunch ıur.

However, in a decision highly sigficant to industry, the Workmen's ompensation Commission ruled, "It difficult to see where a game of ıeckers during the noon hour could ; called in any way an accident of s employment."

In another case with possible imications for industrial recreation, a alifornia court dismissed a claim of :gligence against a golfer who hit a) degree "freak shot" that caused vere eye injuries to another player. The court ruled that any warning ould have been superfluous, because neither party had reason to believe that the ball would go 90 degrees off course and there was no evidence of negligence. It was a "freak shot."

Industry, Patron of the Arts

Industry is the only hope of music, according to Quaintance Eaton, executive secretary of the National Committee for the Musical Arts. "Government subsidy is far off, and the millionaires and princes have vanished. Business firms must support the public's growing interest in music," she told 800 music leaders in New York.

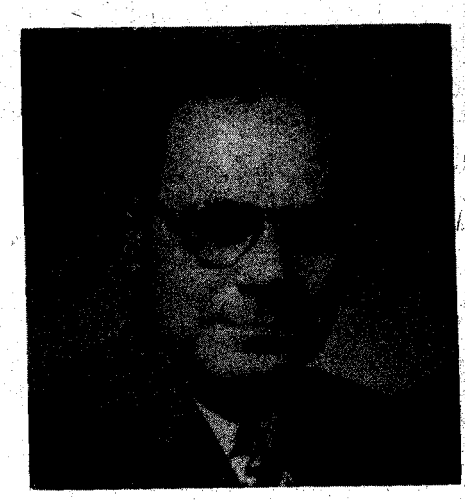
Sports World Mourns Loss

One of the leading figures on the American sports scene, Philip H. Goldsmith, Chairman of the Board of MacGregor Sports Products Inc., passed away suddenly, Sept. 18.

Associated with MacGregor since 1916, Goldsmith was widely known in the sporting goods industry. Among his official services to the industry was his election to five terms as President of the Athletic Goods Manufacturers Association.

As a tribute to his career, Mr. Goldsmith was elected to the industry's "Hall of Fame" last February.

During the '30's, Mr. Goldsmith served on the compliance committee of the National Recovery Act (NRA). During World War II, he served on the industry committee of the War Production Board.



Philip H. Goldsmith

R/M N.I.R.A. NEWS

'hilly Looks Terrific

Giving every indication of a truly ıtstanding program, plans are rapidly ıking shape for NIRA's 1959 National onference in Philadelphia, Pa., next lay 24-27.

Highlighting the week's activities ill be a boat cruise down the Delaare River to Wilmington where deleates will board buses for the DuPont ountry Club. From there, the party ill return upriver and tour Sun Oil's ew recreation center.

Key speakers who have already iven definite commitments include obert G. Dunlop, president of Sun il, and James Q. DuPont, special dministrative assistant of E. I. Duont de Nemours & Company.

The conference planning committee co-chaired by William C. F. Ziegenıs, director of recreation, Sun Oil ompany, and Sam Rubenstein, di:ctor of employee services, Philadelhia Electric Company.

Suggested topics for the 12 panel discussions include: "Common Sense About Cutting Costs," "Analyzing the Chronic Non-participant" and "Pitfalls of Industrial Recreation."

R/M on Location

During the late summer and early fall, industrial competition reaches its peak (see "Industry Champs—1958," page 6) as more than 200 company teams fought for national honors at four sports events.

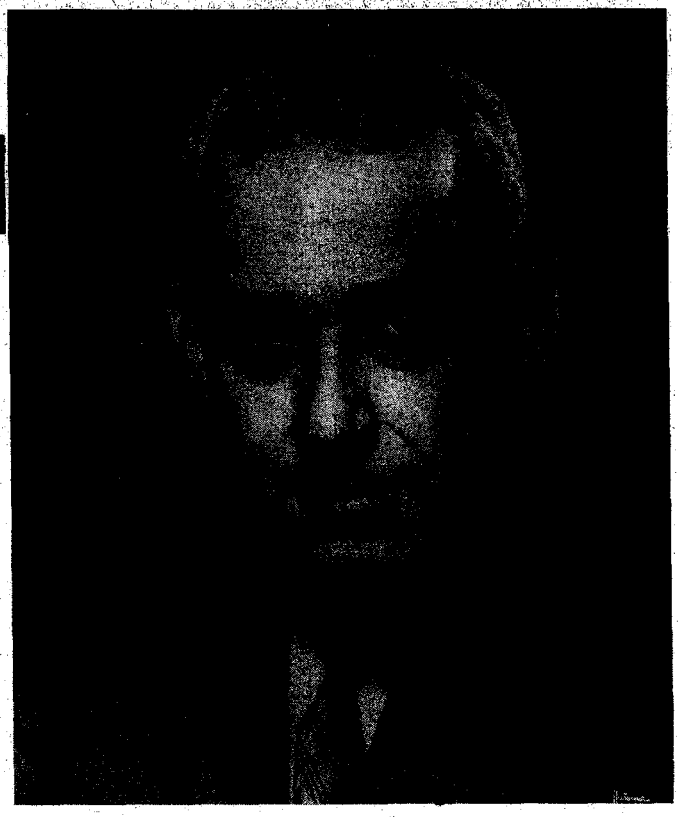
To bring on the spot news coverage, R/M sent Editor Hoyt Mathews to the Midwest Industrial Golf Tournament, Lisle, Ill., and Charlie Jensen to Minneapolis, Minn., for the World's softball tournament. Clarence Abell reported on the Armco National Industrial Trap Shoot in Middletown, Ohio, and Publisher Don Neer handled the First Grand National Fish-A-Rama for Industry at Paris, Tenn., and co-chaired the American Management Association seminar on employee recreation in New York City.

Notes

NIRA Region I industrial recreation workshop at the Sheridan-McAlpine Hotel, New York City, Oct. 16, featured an inspiring talk by NIRA president Tom Croft, chief of employee services, Convair, Fort Worth, Texas. Congratulations for a highly successful program are in order to workshop chairmen Dave Chapin, president of the Industrial Recreation Directors Association of New York and recreation director of Equitable Life Assurance Society; Fred Ridolf, president, Long Island Industrial Recreation Association and recreation director for Long Island Fund; and to NIRA Region I Directors Oscar Frowein, Republic Aviation, and Ken Klingler, Consolidated Electrodynamics.

. . . NIRA's first one-day workshop on industrial recreation for business and industry in the Chicago area can't miss with the combined sponsorship of the Chicago Park District, City of Chicago, Cook County Forest Preserve, Board of Education, Grant Park Recreation Association, Greater Chicago Industrial Recreation Association, Cicero Mfr.'s Rec. Assn. and the Skokie Valley Industrial Rec. Assn.

TOP MANAGEMENT SPEAKS:



With recreation activities a long established part of its industrial relations program, Convair's corporate philosophy holds that:

Neither a Theory nor an Experiment, Industrial Recreation Is Considered An Essential Function of Successful Management

So long as people are the essential components of corporate success, a great measure of that corporate success must depend on the ability of these people to communicate effectively with each other and get along harmoniously with each other. The formality and reserve of daily business life is in direct contrast with the informality and friendliness of our leisure life, and one day spent in leisurely activity with a fellow worker will generally result in a closer mutual understanding than a year of business contact. If the family can also be included in the activities the benefits multiply. At Convair, employee recreational activity is not a theory or an experiment. It is rather a long established part of our industrial relations which we consider an essential function of successful management. Our present corporate philosophy, which favors a very extensive recreational program, is the result of hardheaded business judgment by our top management executives. We are personally gratified to realize that the program not only makes good business sense but also contributes substantially to the welfare and happiness of each and every one of the members of our corporate family.

J. V. Naish

President of Convair and Vice President of General Dynamics Corporation

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RECREATION MANAGEMENT

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Publisher.....DON L. NEER
Editor.....HOYT A. MATHEWS
Associate Editor.....DOROTHY L. CHANCELLOR
Circulation Manager.....DOROTHY B. MORRISON

NOVEMBER COVER—On the business end of a bull's eye, Albert Lant of General Electric's Manufacturing Engineering, Lamp Leads and Bases Department, Cleveland, Ohio, is one of many G.E. Rod and Gun club rifle enthusiasts. Shutterbugs will be relieved to know that the photo, taken by a staff member of the General Electric NEWS, is a composite. A shot of the barrel end and forward sight was mounted on the large photo.

IN DECEMBER R/M

CHARTER POLICY OF THE C.A.B.
J. W. Rosenthal, chief, Carrier Relations Division of the Civil Aeronautics Board, clarifies several points of confusion regarding group charter arrangements by company travel clubs. This exclusive interview provides important guidance in making your 1959 travel plans.

INDUSTRY'S MAJOR LEAGUE
The National Industrial Basketball League is a big time attraction from coast to coast. Here's a report of the teams and their chances in 1959.

CHARM PROGRAMS FOR WOMEN
Charm programs for women employees have paid big dividends both on the job and off by improving morale and self-confidence. Here's how and why.

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INDUSTRY CHAMPS

Converging from all corners of the country, industrial teams compete for national honors. Meet this year's champions

FISHING

Fishing history was made at Paris Landing State Park, Tenn., Sept. 27, when the first annual National Fish-A-Rama for business and industry was staged by the National Industrial Recreation Association.

Judged by the most inches of legal fish caught, industry's first national fishing champion is Ralph Beron, Chicago C.P.A. for the Sporting Good Industry, who with guide Walter Perry boated 24 crappies for a total of 265 inches. Beron's total, landed during the eight-hour contest, topped by 2½ yards the catch by second place finisher Bill Parish representing Convair, Fort Worth, Texas.

Beron, a fisherman for 10 of his 31 years, has a 618 pound Marlin to his credit caught on his honeymoon near Acapulco, Mex. As National Champion, he will receive a week's expense-paid vacation for two at the famous Beau Rivage Hotel in Miami Beach, Fla. Beron uses a Shakespeare rod and reel.

On the day of the contest, lashing white caps curled across the 27 mile contest area on Kentucky Lake. Contest judges checked weather reports and made trial runs to make sure the boats could get out.

But, by 7:30 a.m., guide Ed Shelton took another look at the 30 lb. ham that was to go to the guide bringing in the winner, and shouted,

continued on page 8



FISH-A-RAMA winner Ralph Beron with runners-up, (l-r) George Griffith, 3rd; Arthur Arend, 4th; and Bill Parrish, 2nd. Trophies were specially designed for the event.

SOFTBALL

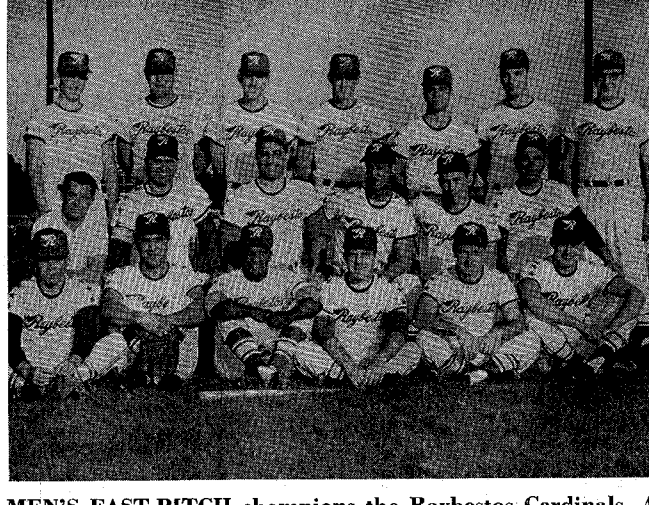
With a double victory by th Raybestos Division, Stratfor Conn., in both the men's and women's tournaments, i dustry made a clean sweep of the Ameteur Softball A sociation's "world series of softball."

For the men, the perennially strong Raybestos Cardina brought home their second world's title since 1955 whe their ace windmiller, Johnny Spring, threw a perfect gam at MacDonald Sports, Lake Charles, La., in the fina Spring, who rang up a 32-3 won-lost record during th regular season, used only 67 pitches in his 1-0 maste piece against the Cinderella team from Lake Charles

In the women's division, the Raybestos Brakettes ende the West Coast's 10-year grip on the title and became th first Eastern team in the ASA's 26-year history to win th world's championship.

Also winning their final game behind sensation no-hit pitching, the Brakettes' 1-0 victory over defendin champion Fresno Rockets was a combined effort. Vetera Bertha Ragan, who allowed no earned runs in 43 inning of previous tournament games, had to leave with one ou in the third when she suffered a severely strained hi muscle. With the game deadlocked and the world's titl hanging in the balance, the Brakettes turned to 17 yea old rookie, Joan Joyce.

continued on page



MEN'S FAST-PITCH champions the Raybestos Cardinals. A far left in back row is Johnny Spring, star pitcher wh hurled a perfect game in the tournament final.

— 1958

FORD MOTOR CO.
ARMCO
RAYBESTOS
BERON

RAP SHOOT

This year 305 marksmen representing 61 industrial ap shoot teams made the annual pilgrimage to the Sports- an's Club of Middletown, Ohio, for the ninth Armco Na- nal Industrial Invitational Trap Shoot, Sept. 7.

For once, Armco's #1 team forgot their role as reluc- nt host and smashed 233 out of a possible 250 clay geons to capture their own championship.

The 1958 event ended a long period of frustration for e Armco shooters. Winners in 1954, Armco missed ances for repeat performances in both 1956 and '57 by ly one target.

For second place, The Westerner Club of Westerner rtridge Co., East Alton, Ill., and Aeroproducts Opera- ns #1 of Dayton, Ohio, were locked in a tie with 229 rds after the regulation shoot.

As usual, the first 50 shots proved inconclusive in de- rmining the individual winner. Bruce Spaulding of Win- ester, Bill Roberson, Roberson's Sporting Goods, and elvin Noel, Cincinnati Milling Machine Co., reached rfection in the two rounds with 50 targets each.

But in the shoot-off, Bruce Spaulding successfully de- nded his high gun championship, scoring on 24 of the birds. Roberson finished second with 23, and Noel third th 22.

continued on page 9

GOLF

From start to finish, the 13th Annual Midwest Industrial Golf Championship was the scene of sweeping changes. For the first time, the meet was won by a team from outside the state of Ohio—Ford Motor Co. of Dearborn, Mich.

Also, for the frst time, the field was split into three divisions to add incentive to the 90 to 100 teams that compete annually in industry's biggest tournament. Ford's victory in Division A was an exhibition of near professional skill as its four team members averaged slightly more than 74 strokes on each round of the 36-hole event at Woodridge Golf Club, Lisle, Ill.

But individual honors went to Jack Zimmerman of the second place civilian team from Wright-Patterson AFB, Ohio. Zimmerman's 72-68—140 was identical to the score which brought him medalist honors in 1956.

The new classification system, although difficult to administer, was responsible for a fiercely contested race in Division B. Trailing their traditional cross-town sports and business rivals at the half-way point, Caterpillar Tractor, Peoria, Ill., pulled away from LeTourneau-Westinghouse on the last nine holes to wrap up the Division B title. Adding salt to the wound Caterpillar's Al Weaver, tied with LeTourneau's Jack Dively for Division B medalist honors, won the flip

continued on page 9



AP SHOOT winners, Armco Steel's #1 team, (front row,) Pete Schul, Stan Neanover, Virgil Winglewich, (back w, l-r) Arnold Smith and Roger Lawson.



GOLF champs, Ford Motor Co., (l-r) Bill Woods, Jim Bacon; John Naglick; Ray Detrick, Goodyear Tire & Rubber Co., tournament director; and Ray Cane.

FISHING

continued from page 6 "Let's go, I want that ham for supper." The other guides nodded agreement and eager fishing champions representing industry rod and gun clubs from seven states rushed for the boats.

For the next eight hours, the plucky guides criss-crossed the rough lake trying to fret out the big ones. Some trolled, bass champions cast and crappies guides tried to hold their boats over favorite beds.

At 3:30 p.m., in a race against the clock, the boats roared back to the landing greeted by a large crowd headed by Mayor Aaron Brown of Paris, Tenn. The crappie guides had their hour, making a clean sweep of first, second and third places.

Three national champions for best specie fish caught by NIRA member fishermen during company contests were also named. George Griffith, Chemstrand Corp., won the bass championship with a 9 lb. 13 oz. catch at McCrae, Fla. 1958 trout championship plaque was awarded to Dick Haward, Dewey Almy Chemical Co., Chicago, for his 5½ lb. brook trout caught at Belgrade Lakes, Me. Walleye champ Arthur Arend, Whirlpool Corp., St. Joseph, Mich., hooked his 10 lb. 15 oz. winner at Johnson Lake, Mich.

For more pictures, see page 18.

TOP TEN	Total Inches
Ralph Beron, CPA, Chicago, Ill. (Guide Walter Perry, Reynolds Sporting Goods, Paris)	265
Bill Parrish, Convair, Fort Worth, Texas (Buddy Eakers, Paris Service Center, Paris)	175
George Griffith, Chemstrand Corp., Pensacola, Fla. (Joel Phelps, Phelps Shell Service, Paris)	142
Arthur Arend, Whirlpool-Seegar Corp., St. Joseph, Mich. (John Buchanan, Buchanan Resort, Springfield)	123
John Heubner, Inland Steel Co., East Chicago, Ind. (Harry Crocker, Garrison Resort, Buchanan)	94
Clarence Smith, Tokheim Co., Fort Wayne, Ind. (Ed Shelton, Lake View Shore, Buchanan)	67
Don Bills, Aro, Inc., Tullahoma, Tenn. (W. H. Carter, Carter Appliance Co., Paris)	66
Dale Bennington, Tokheim Co., Fort Wayne, Ind. (Jim Berry, Lake View Dock, Buchanan)	60½
Walter G. Schneider, International Shoe, Paducah, Ky. (Bill Slaughter, Slaughter's Resort, Buchanan)	43
Ben Barr, International Shoe, Paducah, Ky. (Henry Potts, Pine Point Resort, Springfield)	12

PLAQUES were awarded to all Fish-A-Rama contestants. Above, John Huebner, Inland Steel Co., 5th place, is congratulated by NIRA President Thomas G. Croft, chief, employee services, Convair, Fort Worth, Texas.



SOFTBALL

continued from page 6 Retiring the first 10 batter Joyce gave up only one walk in 4⅔ innings to finish wh Ragan had started and stave off the Rockets' fourth char pionship bid.

In the sixth annual Men's Slow Pitch tournaments stage at Cleveland, Ohio, Detroit's East Side Sporting Goo captured the Open title, and Cincinnati's Turbine Je successfully defended their championship in the industri division.

Continuing to increase in popularity, the Slow Pitc meet saw a record 32 teams fight for the Open title ar another record 22 squads compete for industrial laurel

In the finals, Detroit downed host Cleveland Sheffie Bronze, 7-4, while the Jets defeated 1956 industrial char pions, the Cincinnati Firefighters, 12-5.

At Richmond, Va., the second annual Women's Nation Invitational Slow Pitch championship was claimed by th local Pearl Laundry Pollyannas.

Losing the final 4-3 to the Pollyannas, Garvin's Gri Washington, D.C., again settled for the runner-up spo

Attendance-wise, all the tournaments were highly sati factory. A crowd of 4,200 jammed the Parade Two fie at Minneapolis for the Men's fast pitch final to make u for showers that kept attendance down at earlier game

The women's fast pitch meet at Bridgeport, Conn., wa rated a standing-room-only sell-out as more than 15,00 attended the six-day event.

TOURNAMENT WINNERS

MEN'S FAST PITCH

Winner: Raybestos Cardinals, Raybestos Division, Stratford, Conn.
Runner-up: MacDonald Sports, Lake Charles, La.

WOMEN'S FAST PITCH

Winner: Raybestos Brakettes, Raybestos Division, Stratford, Conn.
Runner-up: Hacienda Rockets, Fresno, Calif.

MEN'S SLOW PITCH

Open Division

Winner: East Side Sporting Goods, Detroit, Mich.
Runner-up: Sheffield Bronze, Cleveland, Ohio

Industrial Division

Winner: Turbine Jets, Cincinnati, Ohio
Runner-up: Firefighters, Cincinnati, Ohio

WOMEN'S SLOW PITCH

Winner: Pearl Laundry Pollyannas, Richmond, Va.
Runner-up: Garvin's Grill, Washington, D.C.

WOMEN'S FAST-PITCH champions, the Raybestos Bra ettes. Bertha Ragan (back row, far left) and Joan Joy (back row, 4th from left) combined no-hit pitching effo to shut-out Fresno Rockets in tournament final.



RAP SHOOT

ntinued from page 7

A nine-way shoot-off as required to determine the fourth place winner, and en that was extended into another round when William hiverdecker, National Cash Register #3, and Clyde Davis, lden Manufacturing Co., hit all 25 targets. Shiverdecker ntinued his torrid pace through the second shoot-off, ain hitting 25 birds. Davis settled for fifth after two isses.

Outside of Armco and The Westerner Club, which preously won the meet in 1951, former trap shoot champions und the competition rugged. Last year's winner, Delco roducts Division #1, tied for 22nd with another Delco am, and National Cash Register #1, winner in 1956, d for 10th.

A five man team event, Armco's skattergun contest is en to any industrial company with the only stipulation at each shooter be a bona fide employee of the company represents. Each firm is permitted to enter as many ams as it desires.

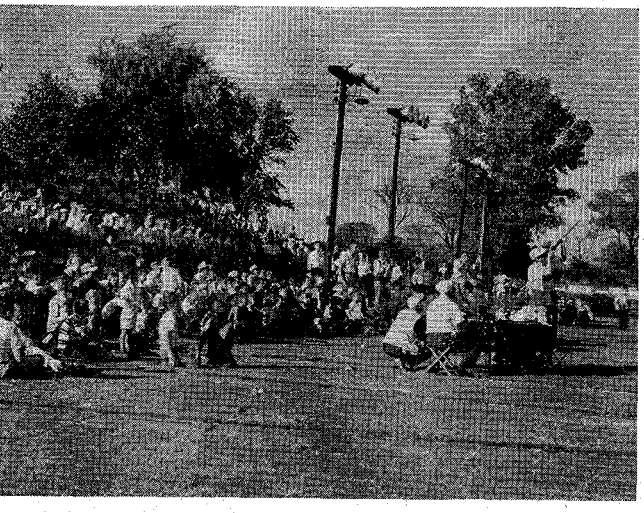
P TEN TEAMS	Targets Broken
mco Steel Corp. #1, Middletown, Ohio	233
e Westerner Club, Western Cartridge Co., East Alton, Ill.*	229
roproducts Operations #1, Dayton, Ohio	229
gidaire Division #1, Dayton, Ohio	228
inchester, Olin Industries, New Haven, Conn.	227
and Steel Co. #1, East Chicago, Ind.	227
gidaire Division #3, Dayton, Ohio	227
roproducts Operations #3, Dayton, Ohio	226
ncinnati Shaper Co., Cincinnati, Ohio	226

praine Products #2 and #3, National Cash Register #1 and #3, from Dayton, Ohio tied for 10th with 225.
von shoot-off for second ploce

P TEN INDIVIDUALS	1st 25	Hdcp 25	Total	Shoot-Off
uce Spaulding, Winchester	25	25	50	24
l Roberson, Roberson's Sptg Gds	25	25	50	23
elvin Noel, Cincinnati Milling Machine	25	25	50	22
illiam Shriverdecker, NCR #3	25	24	49	50*
yde Davis, Belden Mfg. Co.	24	25	49	48*
Wagoner, Inland Steel #3	25	24	49	24
arl Buchanan, National Lead Co.	24	25	49	24
uce Doughman, NCR #1	24	25	49	23
ck Orben, Cincinnati Shaper Co.	25	24	49	22
. C. Young, Union Carbide & Chem.	24	25	49	22

ut of 50 targets

RAP SHOOT contestants and spectators thrill to the shootng exhibition staged by internationally famous Herb Parsons f Winchester-Western. Parsons fires 12 guns in 57 different ays over 700 times in 57 minutes.



GOLF

continued from page 7

and claimed the first prize portable TV.

Conducted annually by Goodyear Tire & Rubber the meet is hosted by local industry, this year by 26 companies comprising the Cicero Manufacturer's Recreation Assn. Next year the tournament returns to Purdue Univ.

DIVISION "A" Team

Ford Motor Co., Dearborn, Mich.	299-298—597
Wright-Patterson AFB #1, Dayton, Ohio	306-295—601
Champion Paper & Fibre #1, Hamilton, Ohio	294-308—602
Firestone Tire & Rubber, Akron, Ohio	314-293—607
Westinghouse Electric, Mansfield, Ohio	309-298—607

DIVISION "B" Team

Caterpillar Tractor, Peoria, Ill.	307-311—618
LeTourneau-Westinghouse, Peoria, Ill.	303-321—624
Ampco Metal, Inc., Milwaukee, Wis.	316-325—641
Whirlpool-Seegar, St. Joseph, Mich.	321-322—643
Columbus Coated Fabrics, Columbus, Ohio	328-321—649
Danly Machine, Cicero, Ill.	313-336—649

DIVISION "C" Team

Rockwell Standard, Newark, Ohio	316-338—654
National Cash Register #2, Dayton, Ohio	332-326—658
Sinclair Refining #2, Hartford, Ill.	339-321—660
Kaiser Alum. & Chem., Newark, Ohio	344-320—664
Drewrys Ltd., South Bend, Ind.	341-338—679

DIVISION "A" Individual

Jack Zimmerman, Wright-Patterson #1, Dayton, Ohio	72-68—140
Hugh Quinn, Champion Paper #1, Hamilton, Ohio	70-72—142
Art Todd, Columbus Coated Fabrics, Columbus, Ohio	71-71—142

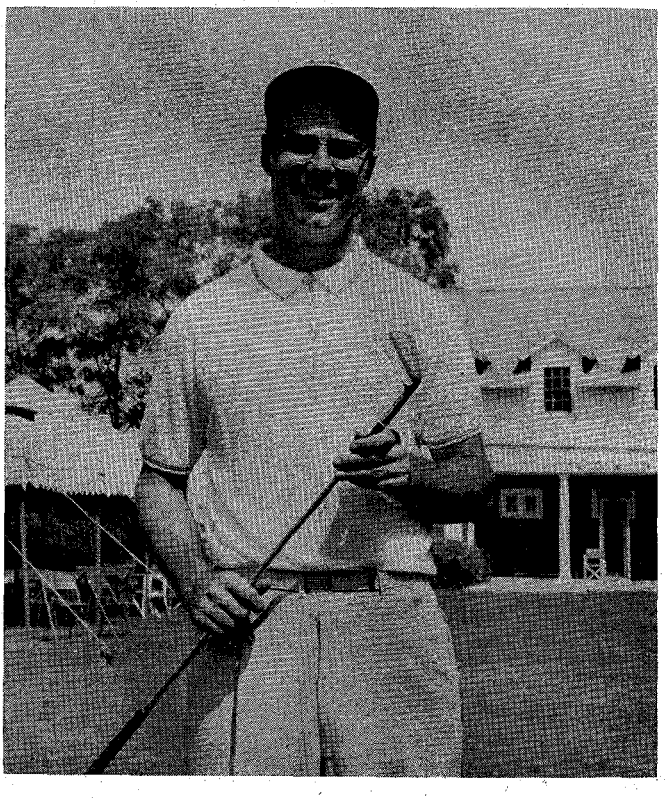
DIVISION "B" Individual

Jack Dively, LeTourneau-Westinghouse, Peoria, Ill.	72-80—152
Al Weaver, Caterpillar Tractor, Peoria, Ill.	75-77—152
three tied at 154	

DIVISION "C" Individual

Dennis Gehri, Parker Pen, Janesville, Wis.	74-81—155
Arthur Yates, National Cash Register #2, Dayton, Ohio	80-76—156
Al Schraeder, Johnson & Son, Racine, Wis.	78-79—157

MEDALIST of this year's Midwest Golf Tournament, Jack Zimmerman, Wright-Patterson AFB, shot a scorching 68 over the last round to beat out runners-up Hugh Quinn, Champion Paper, and Art Todd, Columbus Coated Fabrics.



LAST OF A SERIES

"LET'S TALK TRAVEL"

Tips for programming, the key to successful travel club operation, rounds out NIRA's complete travel guide for industry

Ideas for Successful Programs

The secret of a successful travel club that will grow in membership, that will eventually travel to all parts of the world, is programming. No pamphlet could possibly cover all the program possibilities. We will try to get you started with some ideas, then your ingenuity as a recreation director, plus the inventiveness of your enthusiastic leaders and members will make your program diversified, interesting, exciting and truly recreation for every member of the Travel Club.

1. MOVIES AND SLIDES OF MEMBERS—Participation by members in showing their *own* 35mm color slides or movies they themselves have taken on a trip. These can vary widely both from standpoint of technical know-how and the subject matter. The important thing is that the member took the pictures himself on a trip he took himself. Sure, some of the pictures will be out of focus; many of them will be out of sequence; his talk in connection with the pictures will lack the professional quality and smoothness of a commercial travelogue. BUT HE DID IT! And that's the important thing.

NOTE: Just a word of CAUTION. Don't let an amateur show his pictures on the same program with professional pictures or travelogues. Don't let the program be too long—or too short. If your "star" for the night only has 15 or 20 minutes of pictures to show, then use two members. Three-quarters of an hour at the most is long enough for a presentation of this kind.

2. PROFESSIONAL FILMS—While we're speaking of travelogues and pictures, the second type of programming that is effective is the commercial or professional travelogue. There are as many of these as there are places in the world; all beautifully done in color—most of them you can get in 8mm without sound, 16mm without sound, or 16mm with sound, depending on the type of equipment you have to project the film.

These films are timed so that you can order a 30-minute, 15-minute film —about any length you want. They are sent to you without cost for the most part with the sender paying the shipping cost to you and generally you are expected to pay the return postage.

Local travel agents will furnish without cost to you, and upon request, several sources of films. It gives your members an opportunity to see on film the various places they may want to visit. Most of these films contain no commercials.

Definitely plan to utilize these professional travel films for a good percentage of your meetings. Remember that today the travelogue is the most popular film you can show.

3. GUEST SPEAKERS — Good speakers are easily obtained in most cities. All major airlines maintain public relations departments that include a special staff of experienced people who will address your club. Subjects vary and are as wide-spread as there are places to go, for example:

a. Why do single women travel?
b. How to pack a suitcase and keep it under the weight limit.
c. Types of clothes that are needed in various parts of the world.
d. Woman's part in travel.

Subjects such as these are of particular interest to the women members of your club and are generally expounded by airline hostesses who, because of experience, have graduated to the public relations field. Other subjects include the following possibilities:

a. The National Park System of th United States
b. Etiquette on an Airliner
c. Customs of Foreign Lands
d. How a Pilot Flies a Ship

If there is some special subject you members are intrigued about, contac the local office of any airline—as for the public relations departmen and you'll find they will send someon to your meeting to discuss whateve subject you want.

Many of the big tour operators (an while there are thousands of trave agencies there are only a few tou operators) travel the country.

Railroads are now working in th public relations field and will furnis speakers in most instances. Bus com panies are spending more money o advertising and public relations no than ever before. These people wil furnish speakers if they are asked to No obligation or cost.

Check among your employees an their neighbors. If there is a big gam hunter who has shot in Africa, o Alaska, or Northern Canada, o Mexico, he would be flattered to b asked to bring his trophies and tel your members about them, the trip, o answer questions.

Everyone involved in travel, eithe as a profession or a vocation, will b pleased and happy to be invited to tal to your club. Some will be better tha others, but in the over all a tremen dously diversified program can be pro vided.

4. SPECIAL NIGHTS—Here is a opportunity for real fun. For example you may have a Hawaiian night wit a movie on Hawaii. Have your mem bers dress in sport shirts and colorfu dresses. If you're serving food have Luau; buy some crepe paper leis fo each member to wear and give it t him as he comes to the meeting. Thes can be purchased for five or six cent apiece. Make it a festive occasion an it will add enjoyment.

Or a Mardi Gras night in February Use costumes and furnish small mask

or all your members to wear.

Another, an Easter Parade night in April. Show a travelogue film of New York and have the women make special Easter bonnets to wear. This becomes hilarious event if it is announced a couple of meetings ahead that the bonnets should be unusual and designed with complete abandon. At a recent meeting of this type one woman came with a hat topped with a cage and two live chickens in the cage. Another with a wild creation of spring flowers designed to look as though the flowers were growing out of the hat. Still nother had a real Easter basket on he top of her hat with candies and ggs in the basket.

Hard times parties with everyone ressed as a hobo; Fourth of July arties with Uncle Sam hats, Thanksiving and Christmas parties all help o round out the year so that three or our meetings of the year will be in he form of a party in keeping with he land or country you are featuring hat night. And don't forget a Mexican iesta on the night you show a film n Mexico.

Programming that includes every ember and makes him or her a part f the program is most important and ill keep the interest growing and the embership expanding.

5. DISCUSS POSSIBLE TRIPS—emember that a club that meets and ever does anything or never discusses he possibility of carrying out an obective is running in circles. It's like football team that practices forever nd never plays a game. Therefore, brief period of each meeting, and erhaps the entire meeting now and hen, should be devoted to talking and liscussing and getting ideas as to vhere the group would like to go.

If you can get a relatively unanimous decision as to the place to go, hen contact a reliable travel agency or information on itinerary, prices, nd all the details. This can be supplied to you without cost in sufficient quantities so that each member may ave a copy.

A WORD OF CAUTION. Before ctually deciding *when* you want to o on this trip be sure to allow enough ime to publicize and "sell" the trip. he same type of publicity and advertising MUST go into getting interest n whatever trip you're going to make nd getting employees "signed up" as vas used in getting members for the Travel Club originally. We suggest

continued on next page



HAWAIIAN Luau banquets have become popular events in the United States, but there's nothing like the real thing in Hawaii at the famous Don the Beachcomer's. This group from Buick are trip guests of the E. F. MacDonald Company.



GENERAL ELECTRIC'S Nela Park Travel Club members cruise down the Rhine River (above) and record camera memories at the Towers of London (below) on last summer's two-week European tour. More than 190 GE employees took part.





PUBLICIZE and sell the trip to insure success. Here is a poster used this year by GE's Nela Park Travel Club to promote its two European tours. It also serves as a good example of how agent and carrier will assist a company group.

SAMPLE TRAVEL TIMES AND COSTS

The following charts listing times and costs for hypothetical trips from Chicago to Miami and New York to London serve as a starter in formulating your travel plans for next year. All round trip fares for one person, these prices are considerably reduced for group tours, domestic or foreign.

CHICAGO TO MIAMI		Price	Time
AIR	first class	$176.55, includes meals	4 hours
	day coach	126.72 " "	
	night coach	117.37 " "	
RAILROAD	first class	$120.84, meals extra	31 hours
	first class roomette	172.00 " "	
	first class bedroom	203.48 " "	
	coach (reserved seats)	88.94 " "	
BUS	one class only	$ 61.00, meals extra	41 hours
NEW YORK TO LONDON			
AIR	first class (jet)	$883.00, includes meal	6½ hours
	first class (conventional)	783.00 " "	12½ hours
	tourist class	567.00 " "	

continued from page 11

planning at least one year in advance.

The trip must be "sold" to the largest possible number of employees. This is where your recreation department must publicize, advertise, get the information to every employee. So give yourself plenty of time to do this and whatever trip you decide on will be a success.

What About Itineraries?

When your club knows where it wants to go—when and how much the members can spend, then you have reached the plateau in your Travel Club operation where it is time to call on a travel agent to supply you with special itineraries, ideas of things to see, how to go, where to stay, how long to be gone, and all the other necessary items to make your trip a success.

BUT FIRST—these are the steps to take:

1. Decide now—today—that you are going to start a Travel Club.
2. Publicize it, advertise it, get your employees interest for two months.
3. Hold the first meeting.
4. Elect and select your officers and committee chairmen.
5. Talk about making a trip—somewhere—some place—some how!
6. Hold several meetings, make your programs interesting, build membership.

THEN . . . . .

Let's talk about taking that actual trip—the where—the why and the when.

Reprints Available

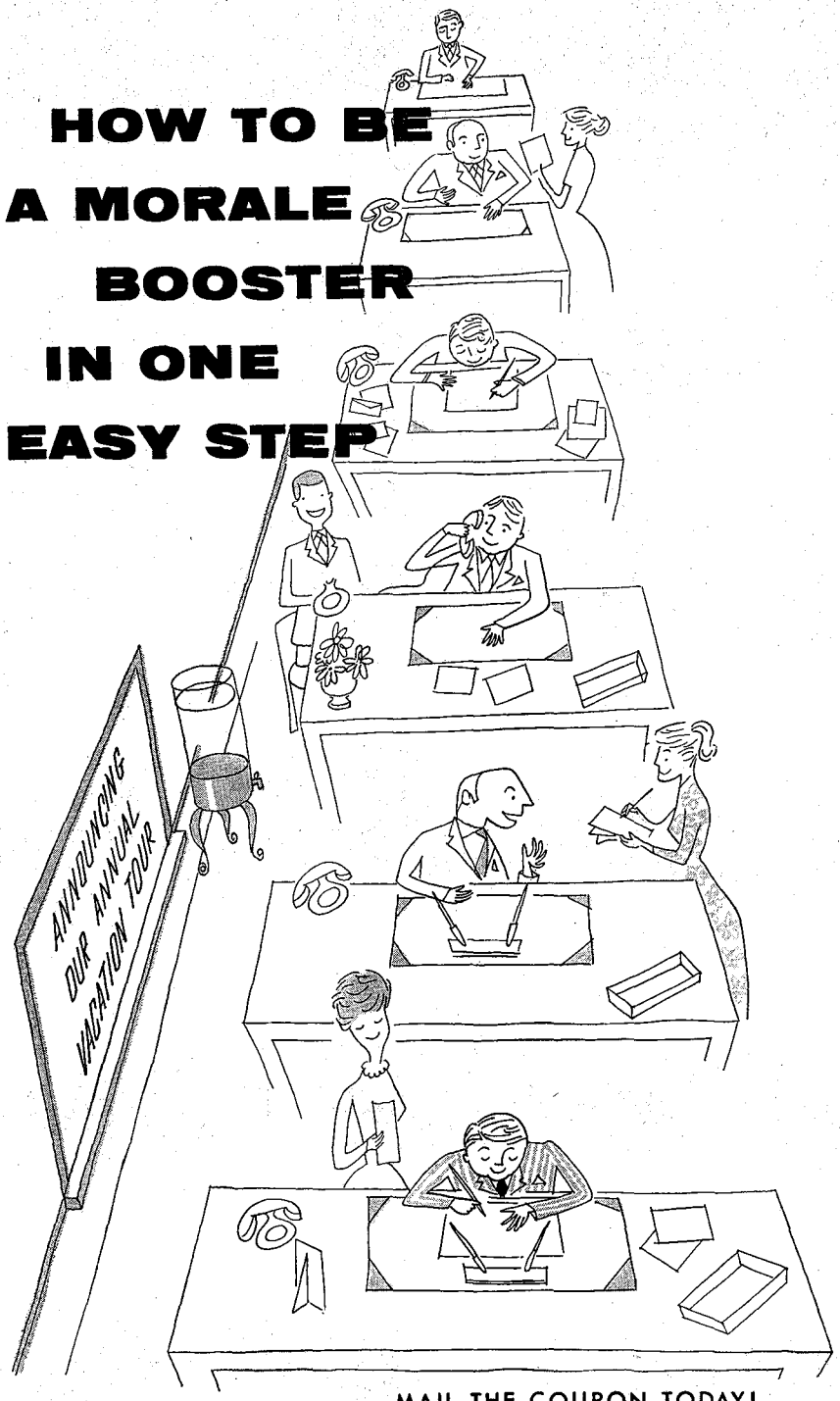
This is the concluding article of the "Let's Talk Travel" series prepared by the NIRA Travel Council to help you get a strong, permanent functioning Travel Club going within your Company. These suggestions, ideas and plans have been tried and proved in many organizations.

As the only complete travel guide for industry, it represents the thinking of some of the best brains in the travel industry with many suggestions and ideas contributed by NIRA recreation directors.

Reprints in pamphlet form of the "Let's Talk Travel" series may be obtained from NIRA for 15 cents each.

And remember, for any problem, additional suggestions and new ideas as they come along, the NIRA Travel Council stands ready to help. Write, wire or phone: National Industrial Recreation Association, 203 N. Wabash, Chicago, Ill.

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PLANT PARADE lead by some of the 35 members of the AC Concert Band encourages participation in General Motor's suggestion plan for employees.



TOP STARS appearing on concert programs include (above) Rise Stevens, signing program for George Mann, and (below) Frances Wyatt with former director Arthur Wilson.



WHAT MUSIC CAN MEAN TO RECREATION

AC Sparkplug's music groups and concert series are highlights of year's activity

Twenty-five years ago this Fall, a group of brass band devotees got together in the rear of a music store in Flint, Mich., to organize their own musical unit.

Out of that September 1933 meeting has grown one of the top recreation activities in the industrial world—the music program at AC Spark Plug Division of General Motors.

Three years later, while presenting a Christmas program in the AC cafeteria, the all-brass band caught the attention of L. C. Goad, then works manager.

Impressed with the performance, Goad, who today is executive vice president of General Motors in charge of automotive and parts divisions, called band director Arthur Wilson aside. He learned the group needed financial support to replace borrowed instruments and to purchase music and uniforms.

Goad went to George Mann, Jr., personnel director and later general manager. Mann acted immediately to answer the band's needs, and the AC music program was born.

That same year, 1936, the AC Male Chorus was organized with 20 members. The Ladies Chorus was formed by seven original members in March 1942, and the Choral Club composed of Negro men and women, was organized in October 1944 with 20 members also.

During this time, Mann developed an enthusiastic personal interest in the program which remains as strong today, five years after his retirement.

Together with Wilson, who retired last January as AC's first music director, Mann is credited with the development of AC's three choral groups as well as the band.

To honor Mann for his assistance, the music groups combined their efforts in a special program in the Spring of 1943. Held at Flint's Central high school, the show was a great success, drawing praise from all quarters.

Although Mann did not think it befitting to be honored annually, he did recognize the possibilities of an annual concert—the contributions it could make to those who participated and the thousands of others who enjoy the opportunity to share good music.

The idea was discussed with others actively interested in the music groups who made the decision to conduct annual Easter concerts featuring the AC music groups and a nationally known soloist.

The first of AC's 15 annual Easter concerts was held in 1944 with Lucille Manners as guest soloist. A year later, Nadine Conner appeared. Since then, the programs have featured Helen Jepson, Anna Kaskas, Frances Yeend,

egina Resnik, Eleanor Steber, Patrice Munsel, Roberta eters, Rise Stevens, Hilde Gueden and Frances Wyatt. oth Miss Conner and Miss Munsel have appeared twice.

Two years after the first Easter concert, the series of all concerts was initiated jointly by the music groups. or variety the Fall concerts feature lighter music.

Since 1955, when popular stage and television personity Edith Adams appeared, the Fall concerts have also eatured nationally known soloists. Pat Boone appeared 1956, and Doretta Morrow, musical comedy star of roadway and Hollywood was soloist last year.

What these concerts have come to mean to AC is evienced by the interest and support given by J. A. Anderon, present general manager. Anderson participates in the eneral planning of the concerts despite his busy schedule, nd never misses the group's annual awards dinner except hen business takes him out of town.

Financial support of the program is provided by the ndustrial relations budget and includes provisions for nstruments, music, uniforms, robes, annual recognition rograms and expense-paid trips. It also covers the full ost of producing the colorful concerts.

Members of the personnel department are concerned ith the countless number of details involved in staging he concerts. AC executives are recruited to serve as shers, in formal attire, and AC women in evening dress istribute the printed programs and serve as usherettes.

Both concerts are held in the 5,600-seat I.M.A. Auditorium in downtown Flint. Because of the tremendous opularity admission tickets are issued to insure seating. hese free tickets are distributed on a "first come, first erved" basis, but a carefully developed distribution plan rovides a period in which the tickets are available to AC eople in advance of public distribution.

Nearly 190 employees comprise the membership of the our groups. They represent every area of organization—ngineering, manufacturing, sales and administration.

Along with their joint performances in the annual conerts, the groups individually present programs frequently luring the year. In addition to local radio and television, he choral groups have appeared twice on the General Motors television program, "Wide, Wide World."

Each group averages about one appearance a month xcept during a two-month summer vacation period. Most f the appearances are before civic groups and in churches nd hospitals.

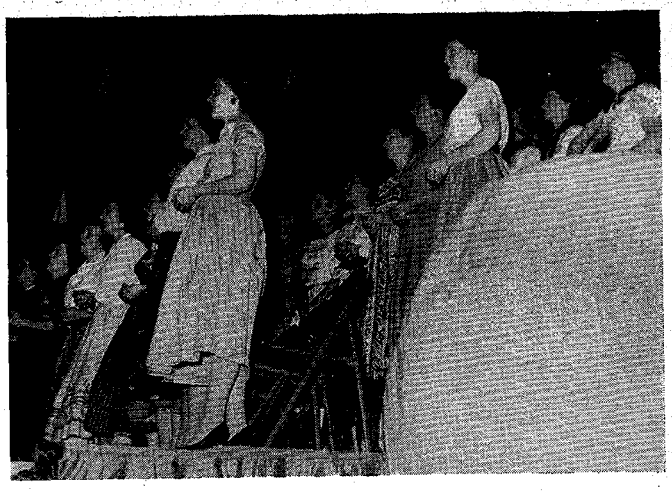
Year-round rehearsals for the choral groups are held t least weekly in a plant cafeteria at 3:30 p.m. Band ehearsals are held in a public school. Second shift people re excused to attend the rehearsals.

Awards and incentives are very much a part of the rogram. At the annual awards dinner, handsome music ins and gold rings are presented in recognition of five nd 10 years service in any of the groups.

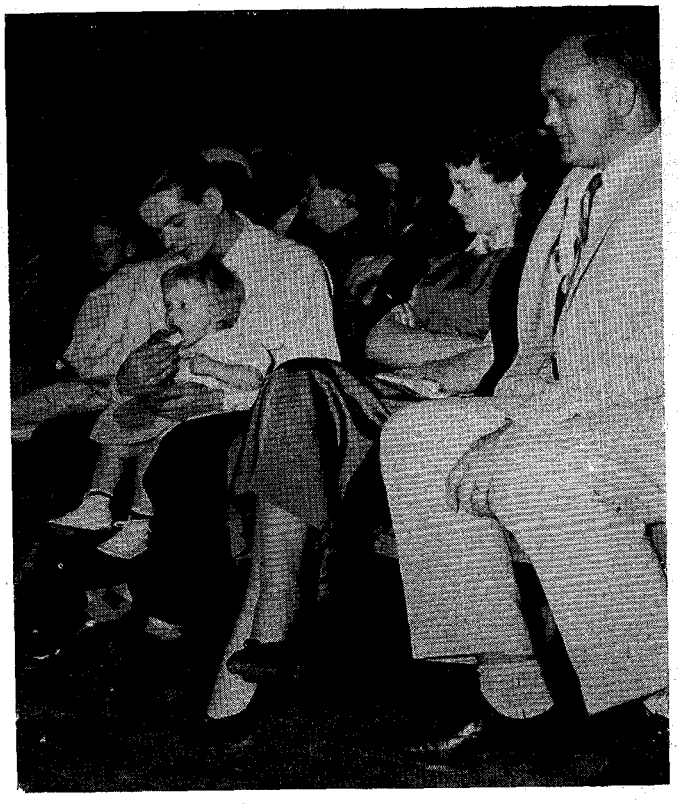
Through the years, AC has sponsored many expensee trips for the music groups. During 1957, the band layed two engagements in Ontario, home of GM of anada.

In 1956, each choral group went to New York, and the ame year, all the groups played in Milwaukee where AC perations are also located.

The AC groups hold a distinguished record in the music world. During World War II, the band participated in nany patriotic events and received a citation from the Music War Council. Only six of these were ever awarded.



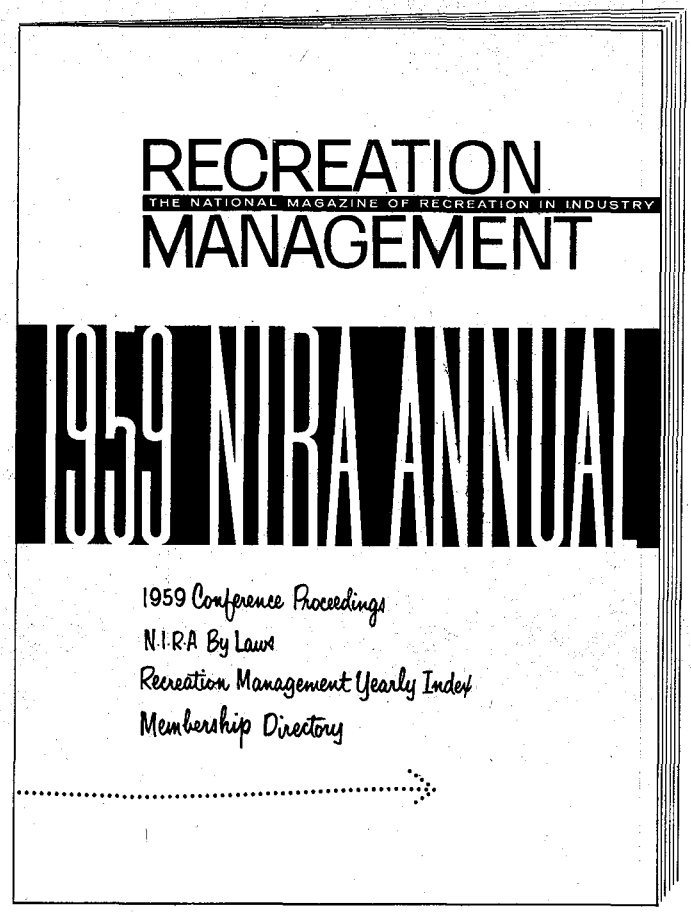
AC LADIES CHORUS, composed of about 50 women employees of AC Spark Plug Division, put their heart into a number presented at one of the annual Fall concerts.



AC BIRTHDAY cake marking the company's 50th anniversary is enjoyed by the audience at last year's Fall concert. (Below) General Manager J. A. Anderson helps serve.



ANNOUNCING



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VISUAL AIDS

1959 Guide to Visual Aids lists the entir selection of books, motion pictures, slide films, pamphlets and handbooks produced b The Athletic Institute for sports, physica education and recreation. For your free cop of this catalog, write:
THE ATHLETIC INSTITUTE, 209 S. Stat St., Chicago 4, Illinois



In its first season last year, Flag Football (note flag on each players hip) went over big at Firestone

R/M IDEA CLINIC

TOUCH FOOTBALL

Many variations of play make challenging game widely adaptable

There's a school of thought that says the so-called spectator sports are not successful as recreation programs.

Yet, psychologists would have us believe that one of the reasons millions of spectators crowd athletic arenas is for the thrill of putting themselves in the place of the sports star. The armchair quarterback yearns to be Saturday's hero. He watches only because he can't play.

Who's right? R/M would place its bet with the psychologists. Here's why.

Sure, your employees won't take to the spectator sports like high school kids. That's only because the flesh is weak, not the desire.

But give them a modified form of baseball, football or basketball and watch the players turnout. This has been proved by 16-inch and slow-pitch softball and slow-break basketball. Now, several companies are discovering that touch football can be to their Fall programs what softball is during the Summer.

Touch football is probably the most adaptable sport to the varying conditions found in big and small industry. No standard set of rules has ever been adopted. As a result, teams consist of anywhere between four and 11 players. Length of the field is from 60 to 100 yards long, and methods of blocking and "tackling" can be left to the choice of the players.

In a new book, TOUCH FOOTBALL (The Ronald Press Co., New York, $2.75), author John V. Grombach has included a selection of several outstanding touch football rules covering six, seven, nine and 11 man teams. With other chapters devoted to offensive and defensive strategy the book is an excellent source to consider when planning a touch football program.

However, another form was tried with considerable success last year at Firestone Tire and Rubber Company in Akron, Ohio. Called Flag Football, its principle variation is in the method of "tackling." Each player wears a 20-inch "flag" on each hip tucked under his belt. Instead of stopping the ball carrier by touching him with one or both hands, the tackler tries to pull out either flag. This eliminates all doubt over whether the ball carrier has been tackled.

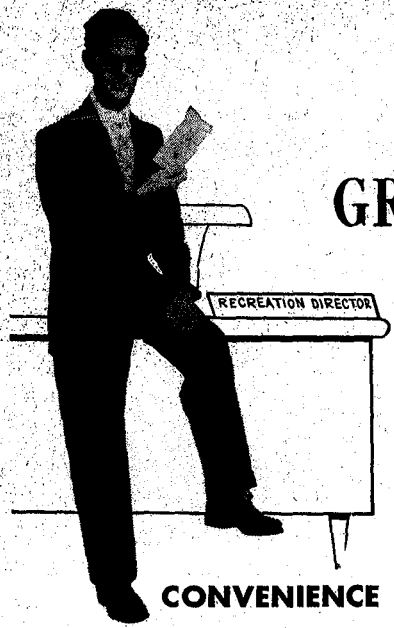
Last year, the Firestone league consisted of nine, six-man teams, each playing 14 games during the 10-week season.

Operating a touch football program is very inexpensive and little work. Firestone's 70-yard field is divided only by a midfield stripe. A team has four downs to reach midfield and four more to score. Thus, there is no need for yard markers or linesmen. Players provide their own soft-soled or gym shoes and Firestone furnishes red and green vests for team identification.

In addition to Firestone, touch football has been highly successful at The Falk Corp., Milwaukee (8-man teams) and The Garrett Corp., Los Angeles (7-man teams).

Garrett All-Star Day team, victors over Swing Shift in season's finale





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more on the FISH-A-RAMA

Called an "unqualified success" by judges, contestant and nationally known fishing experts who watched from the sidelines, industry's first national Fish-A-Rama drew company fishing champions from seven states, a solid star toward future expansion. Already, one firm has asked t send four contestants to the 1959 Fish-A-Rama.

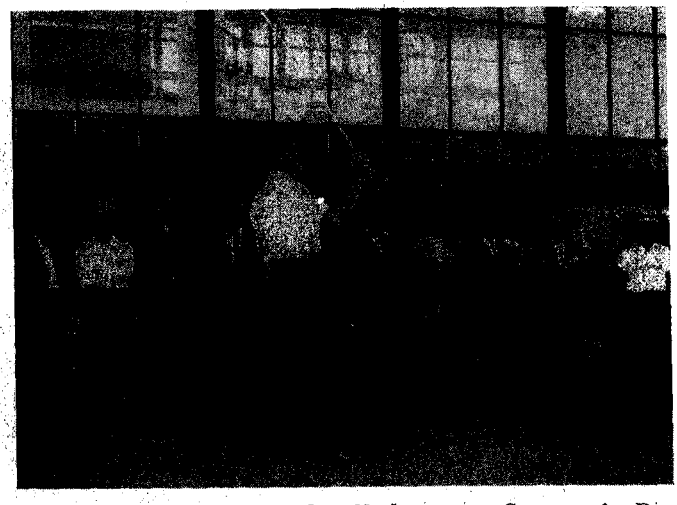
Ev Hames, sales manager for Shakespeare fishing equip ment manufacturers, Kalamazoo, Mich., stated, "This i the world series of fishing which puts the sport on a equal footing with baseball, golf and other sports in in dustrial recreation programs.

A major contribution to the event's success was th hospitality of the hosts, the Tennessee Division of Stat Parks, the efficiency and enthusiasm of the guides and th unsurpassed fishing potential of Kentucky Lake.

Plans are already underway to add casting competitio to next year's contest to provide additional interest.



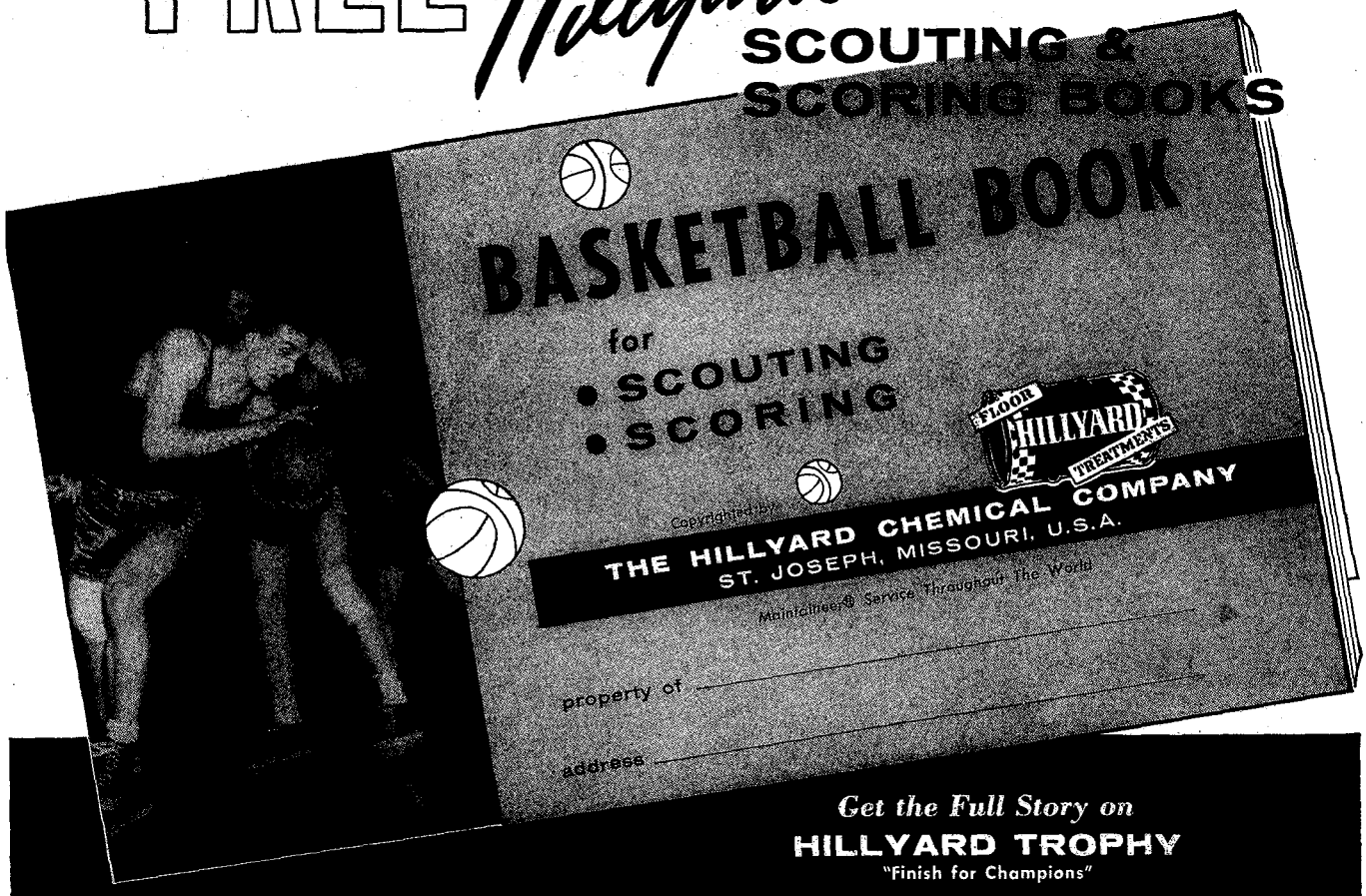
WINNERS (bottom row, l-r) John Huebner, Inland Steel 5th; Arthur Arend, Whirlpool-Seegar, 4th; Bill Parrish, Con vair, 2nd; Ralph Beron, Chicago CPA, 1st; George Griffith Chemstrand, 3rd; and their respective guides (top row, l-r) Harry Crocker, John Buchanan, Buddy Eakers, Walte Perry, and Joel Phelps, all from Paris, Tenn. vicinity.



CASTING demonstration by Shakespeare Company's Ben Hardesty, seven times National Bait and Fly Casting cham pion, enthralled contestants and spectators. In the back ground, the beautiful Paris Landing State Park Inn.

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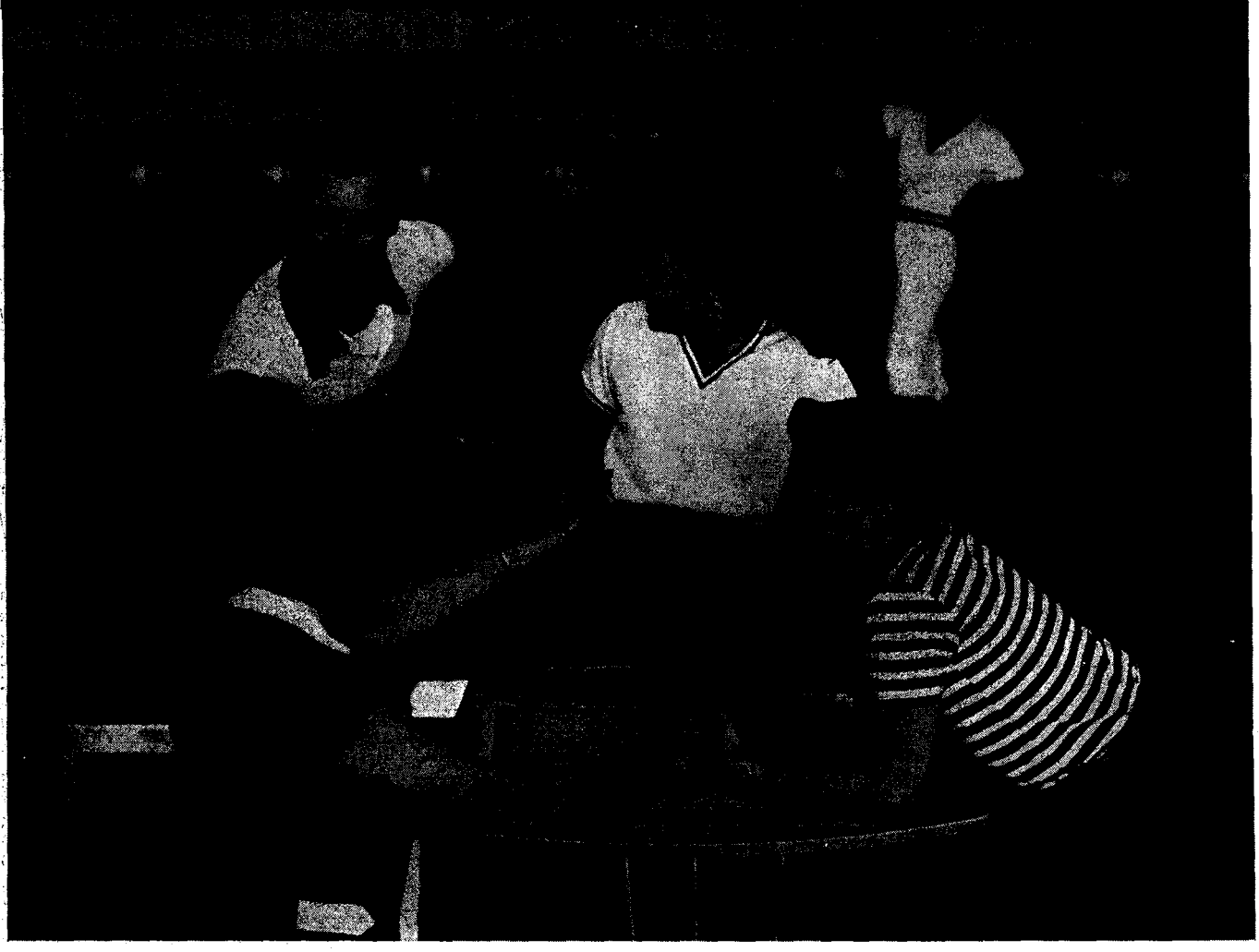
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Talk to the proprietor of the "Magic Triangle" bowling center nearest you. He'll be glad to help you arrange a popular recreation bowling program suited to your employees and their families.

ABC-TV on Sunday afternoons! Be sure to see "Bowling Stars," sponsored by AMF. Consult your local listing.

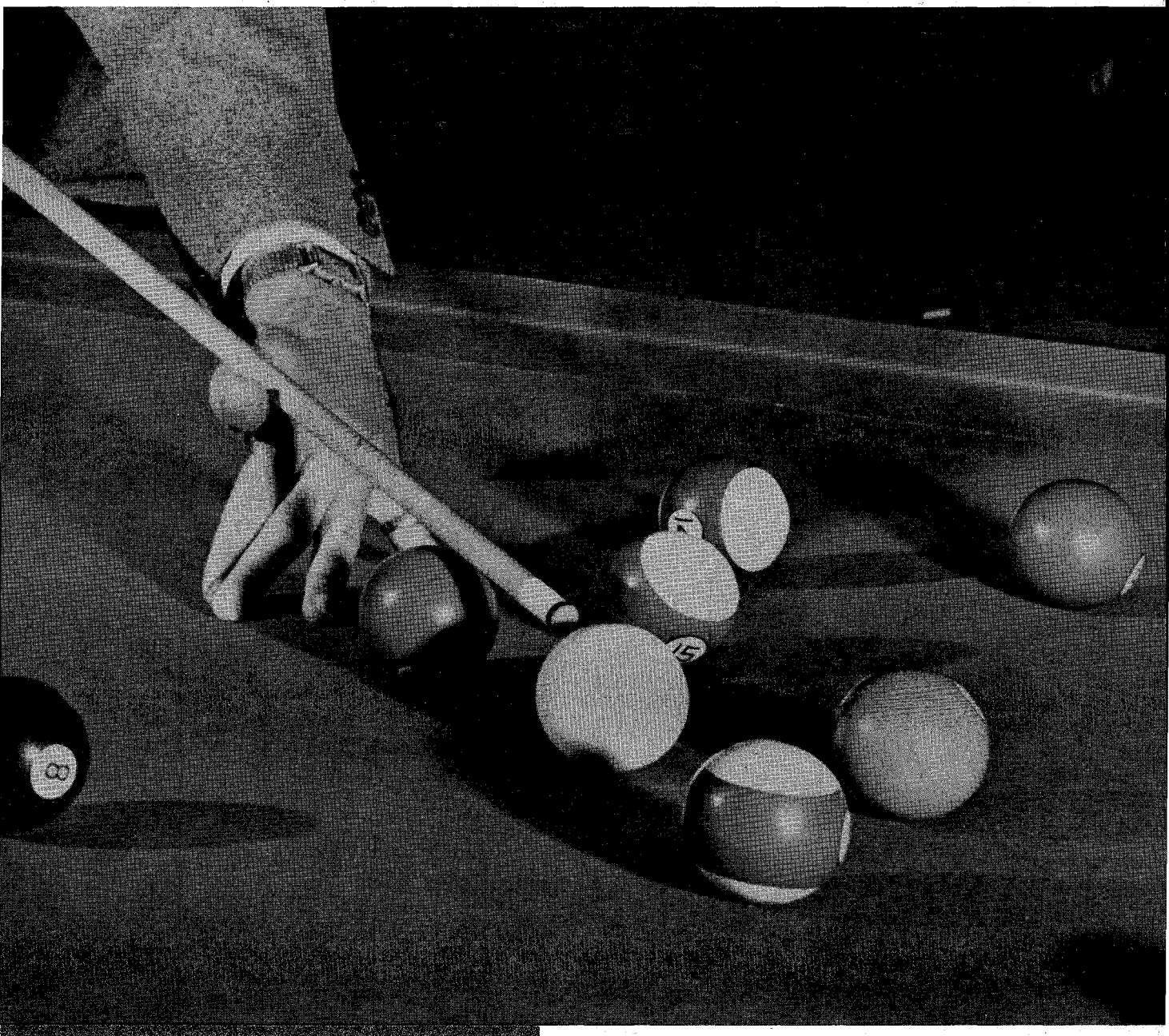
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RECREATION MANAGEMENT

DECEMBER 1958

THE NATIONAL MAGAZINE OF RECREATION IN INDUSTRY



the NIRA Officers and Staff:

Merry Christmas
nd Happy New Year

INDUSTRY'S MAJOR LEAGUE ..... page 6

RACK UP FUN WITH BILLIARDS ..... page 10

CAB CLARIFIES GROUP TRAVEL POLICY ..... page 12

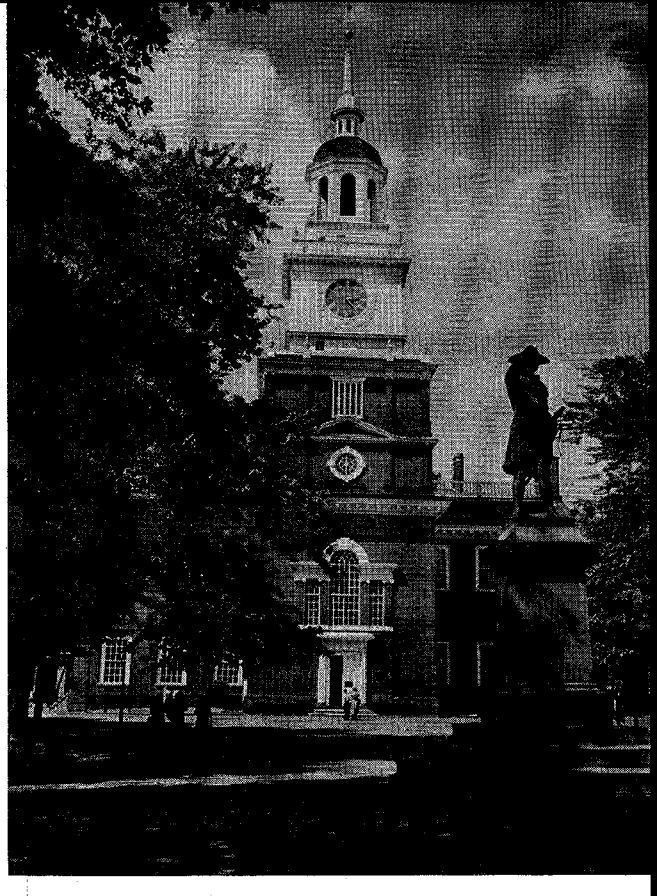
CHARM PROGRAM FOR WOMEN EMPLOYEES ..... page 14

DELEGATES ! !

- Panel discussions with recreation directors from all over the nation bring out new ideas and the latest trends in industrial recreation.
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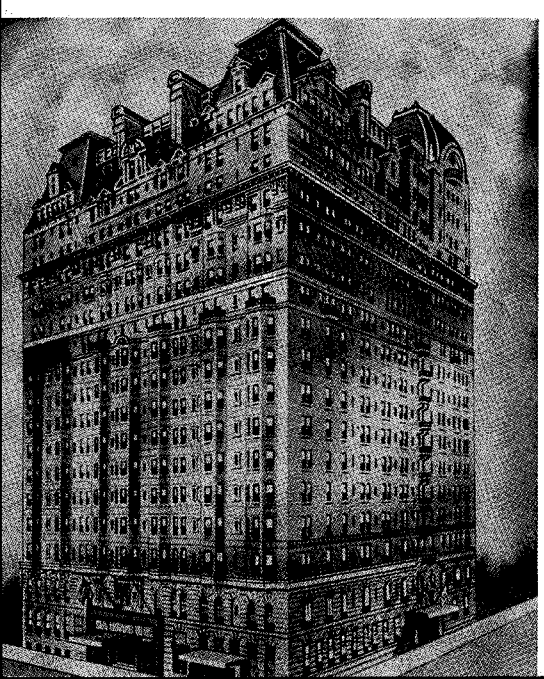


It's Philadelphia in '59

for the National Industrial Recreation Association'

18th ANNUAL CONFERENCE AND EXHIBIT

BELLEVUE STRATFORD HOTEL, May 24-27, 195



Additional information on key speakers, panel discussion topics, tours and specia functions will be forthcoming soon, but make your plans now to attend the onl national conference on industrial recreation. Registration fee of $35 ($40 fo non-members) includes all sessions, the Sunday reception, Monday, Tuesday an Wednesday luncheons, Tuesday tour and the Wednesday banquet and floor show In addition a special program for the wives (registration $15) includes the re ception, tour, banquet and special activities for the ladies. Don't miss this oppor tunity to learn new methods, solve your most perplexing problems, benefit fro an exchange of ideas and enjoy a pleasant four days in the "City of Brotherl Love." For advance registration, write NIRA, 203 North Wabash Avenue, Chicag 1, Illinois, c/o D. L. Chancellor, Conference Registrar.

you'll hear more soon, but PLAN NOW TO ATTEND

RM THINGS TO WRITE FOR

Free Sports Film Catalog

Seven new films are announced in the Miller Brewing Company's 1958 Sports Film Library catalog. All in 16mm sound, the new films include, "Hail to the Braves," Football's World Championship," and "Sports Thrills of 1957." Other Miller films such as "Flying Skis" and past TV performances of "All Star Golf." Catalog includes order forms, write:

Film Section, Sales Promotion and Publicity Dept., Miller Brewing Co., 4000 W. State St., Milwaukee 1, Wis.

Music, Music, Music

The only reference book of its kind, the MUSIC JOURNAL 1958 ANNUAL, brings this year in music to your fingertips. Included in its 200-plus pages are these items:

- Graded listings of more than 6,000 titles of music published in 1958; band, orchestral, choral, piano and other serious and standard compositions with publisher and price.
- Listing of more than 2,000 albums released during the year.
- Special selection on 1958 Christmas and Easter publications and records.
- Listing of more than 200 music books published in 1958.
- Thirty-eight feature articles by leaders of nationally prominent music organizations.

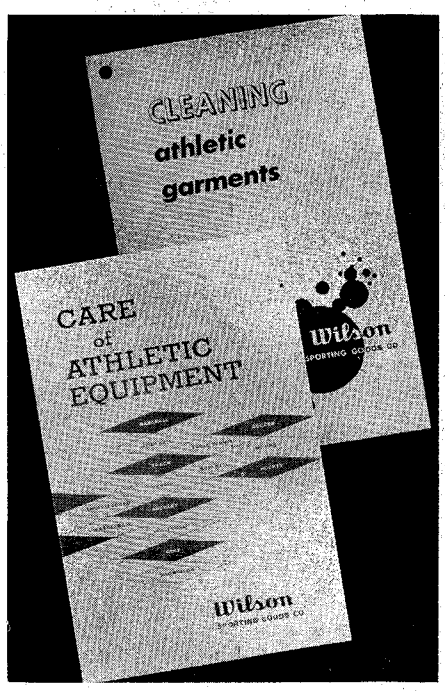
Price, $4.50, write:

MUSIC JOURNAL, 157 West 57th St., New York 19, N.Y.

Care and Cleaning

Complete instructions for cleaning and maintaining athletic equipment and garments are available in two booklets recently published by Wilson Sporting Goods Co.

"Cleaning Athletic Garments" outlines the proper methods for cleaning all types of sports apparel from uniform hose to award sweaters including information on water temperature, cleaning agent, rinsing and drying.



The correct care of equipment ranging from table tennis nets to football helmets is detailed in "Care of Athletic Equipment. For free copies write:

Public Relations Dept., Wilson Sporting Goods Co., 2233 West Street, River Grove, Ill.

RM RECREATION READING

The Manly Art

DEFEND YOURSELF, by Jack Grover, Ronald Press Co., 15 E. 26th St., New York 10, N.Y., 80 pages, $2.95.

This splendidly illustrated book is for men, women and youth who want to acquire a practical knowledge of defense techniques for use against almost any type opponent and any form of attack.

Contents include: location of vital zones and nerves of the body, how to fight an armed opponent, how a woman can effectively defend herself and what to do in case of an accident.

Camp Crafts

CREATIVE CRAFTS FOR CAMPERS, by Catherine T. Hammett and Carol M. Horrocks, Association Press, 291 Broadway, New York 7, N.Y., $7.95.

Two veteran camping experts provide 175 arts and crafts projects with an outdoor flavor for all ages. 100 of these are detailed step-by-step in text and illustrations. All are arranged progressively and encourage the handicrafter to explore and experiment.

Designs, forms and materials found in the open are utilized to extend basic camp-craft skills and develop articles used in camp living. Projects are correlated with other camp activities such as dramatics, music, nature study and sports.

Park Maintenance

GROUNDS MAINTENANCE HANDBOOK, by Herbert S. Conover, F. W. Dodge Corp., 119 W. 40th St., New York 18, N.Y., 538 pages, 175 illustrations, $10.75.

Consolidates all up-to-date information on such diverse topics as turf maintenance, planting and care of all types trees and shrubs, control of erosion, picnic area maintenance, selection and use of equipment, and disease, pest and weed control.

Author, a landscape architect, is aware of tight budgets and treats his subject with an eye toward economy. The book is also useful in training employees.

Includes complete master index and detailed drawings and photos.

Run Better Meetings

LEARNING PARLIAMENTARY PROCEDURE, by Alice Sturgis, McGraw-Hill Book Co., 330 W. 42nd St., New York 36, N.Y., 358 pages, 40 illustrations, $5.95.

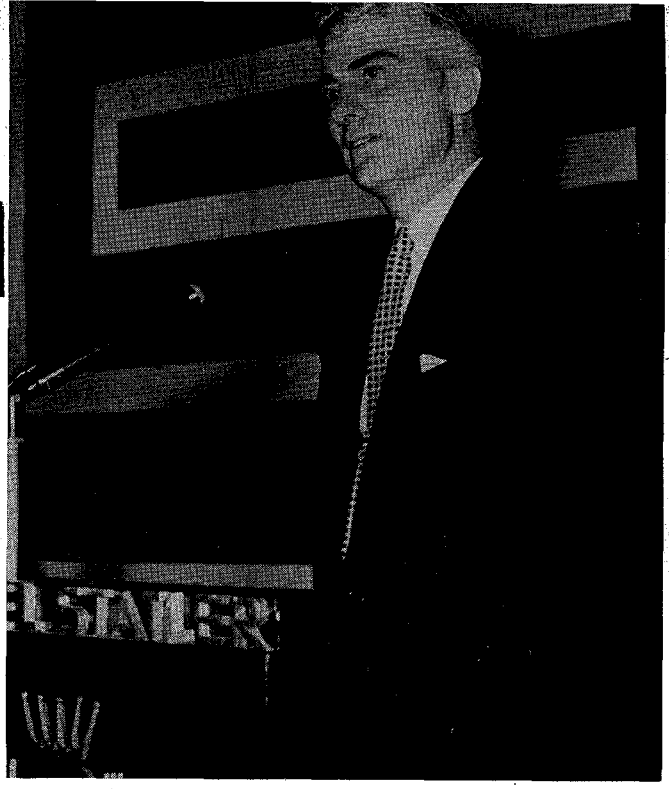
This practical book on parliamentary procedure shows how to expedite action and build group cooperation.

Handy charts, conveniently located, give important pointers quickly—right "in the meeting." One chart lists the principal rules governing motions and a quick index refers to each important motion.

The book explains an organization's constitution, how it is made, what it should cover.

The author is a consultant on organizational problems for a number of national organizations.

TOP MANAGEMENT SPEAKS:



At General Electric, management shares with employees an identical interest as a corporate citizen in every phase of community living, believing that:

The final judgment of business will be on how well it serves the human spirit

One important part of General Electric's program of community relations, in the more than 130 cities and towns across the country where General Electric plants are located, is concerned with what recreational facilities are available in these plant communities. We examine the recreational needs of the community with the same interest we give to its schools, churches, government and taxes. We share with our employees an identical interest as a corporate citizen in every phase of community life that contributes to a better business and social climate.

But we are not paternalistic. We feel we are a *part* of the community in which we conduct our business; we do not want to *be the community*. This is also equally true when it comes to recreation. We feel sports, hobby clubs, or any other employee recreational activity, should be employee-desired, employee-initiated, and employee supported.

At General Electric employees organize their own team sports and recreation clubs. The Company gives full support and, when necessary, provides facilities and some financial assistance. Ours is a low-pressure recreation program. The employees pump their own tires and do their own driving.

General Electric does not aim to develop individual stars in softball, hardball, and basketball. These sports exist and no official deprecation is intended. We do believe foremost in activities in which the greatest number can participate and find enjoyment. Choral groups, photography clubs, archery, bridge and pinochle are all encouraged and supported. These are the activities that enable one to achieve psychological satisfactions from his creativity or artistry—or give him the social satisfactions of helping bring him closer together with others sharing common interests. Competition for competition's sake is held at a minimum. Rather we try to emphasize those activities that give the greatest number of people an opportunity to participate, that promote warm personal feelings among employees at all levels.

Business will be judged by how it serves the hungry body, of course. But the final judgment will be on how well it serves the larger area of the human spirit.

Joseph M. Bertotti
Manager of Personnel Practices and Research
General Electric Company

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RECREATION MANAGEMENT

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DECEMBER COVER — Billiards have filled the gap in many recreation programs. Challenging, but relaxing, an obstacle shot such as that on the cover keep employees coming back. Check the form, it's Willie Mosconi, World's Pocket Billiards Champ.

IN JANUARY R/M

TOMORROW'S FACTORY: A CAMPUS

In the first article of a four-part series on industrial recreation facilities, R/M notes the trends in industrial practices and looks to the future. Architect's drawings included.

MAN OF MANY HATS

That's an industrial recreation director. If you need to convince others, here's the proof.

CLARK'S COOL CALLER

Marion Rheynard gave square dancing a big boost at Clark Equipment with cool calling.

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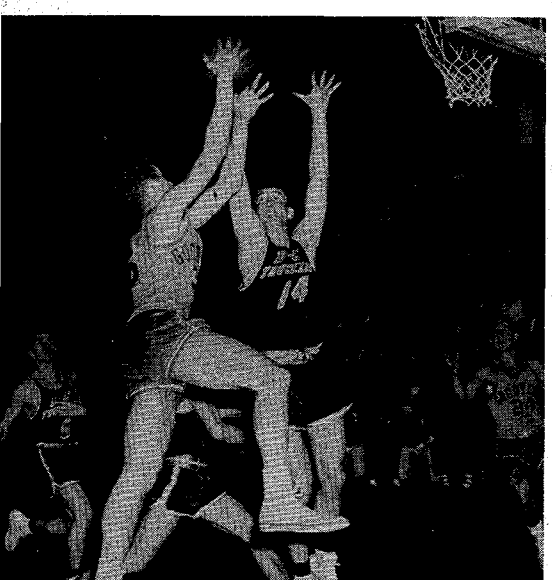
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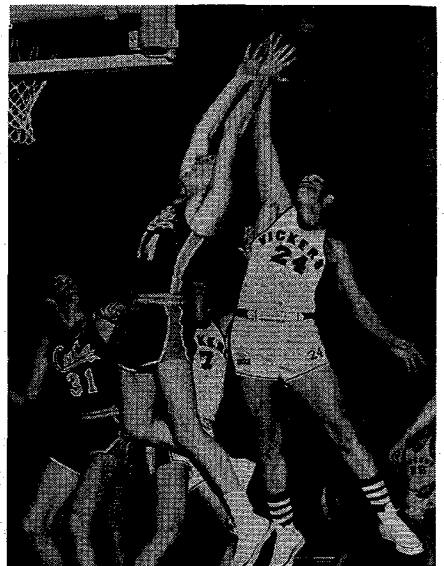
Eben Morgan (41) scores for Goodyear against Phillips.

INDUSTRY'S

In addition to outstanding basketball, th NIBL provides an unusual and successfu method for improving employee relation

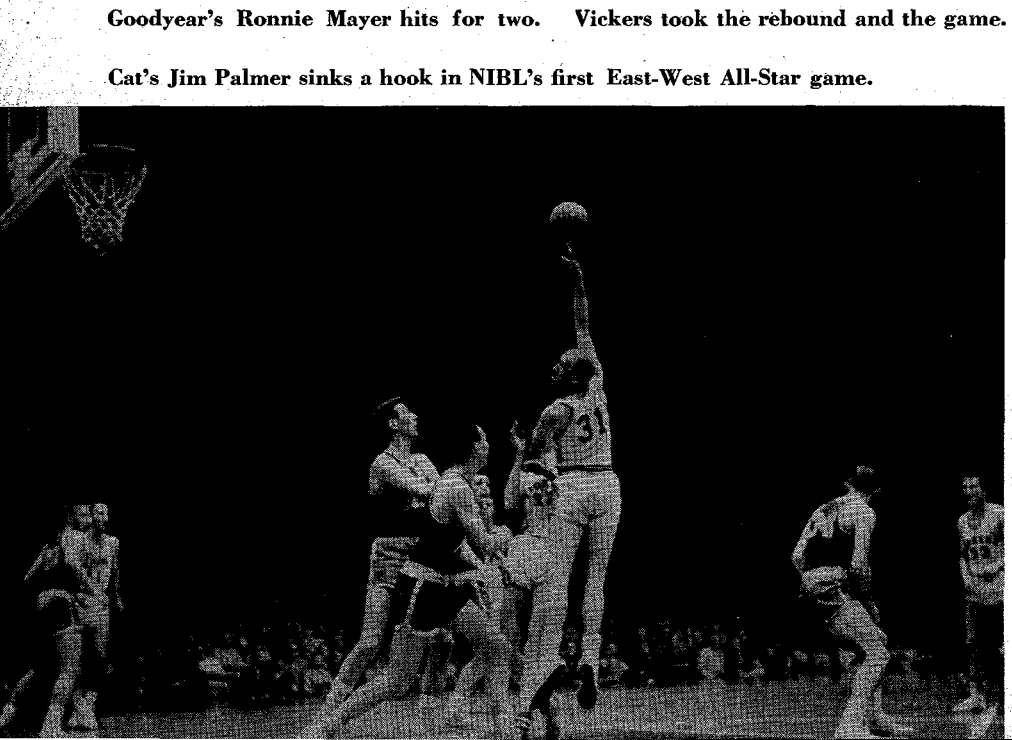


Goodyear's Ronnie Mayer hits for two.



Vickers took the rebound and the game.

Cat's Jim Palmer sinks a hook in NIBL's first East-West All-Star game.



In a few weeks, when colleges mo their traditional rivalries indoors, ba ketball fans will be absorbed the colorful, high-spirited battle un Spring when they proclaim the cha pions as national heros.

But, despite their skill, the colle boys will have to step back to ma room for the best amateur teams the country.

These will not come from the colle ranks, nor will they be any of the se ice teams laden with all-star colle players. Instead, the best amateur ba ketball teams in the country represe industry, and they play in the Nation Industrial Basketball League.

For those who may doubt that asse tion, positive proof is provided eve four years when the best colle armed forces and AAU teams meet the Olympic try-outs.

In 1956, the Phillips 66ers, t NIBL and AAU champion, defeated college all-star team composed of su outstanding players as Bill Russell, C. Jones and Carl Cain.

In 1952, the NIBL's Peoria Ca toppled Kansas University's migh NCAA championship team, 62-60.

And, in 1948, Phillips downed th fabulous Kentucky team of Bear Groza and Jones, 53-49.

As a result of these victories, t United States' undefeated Olymp basketball record has been built up teams primarily composed of industri players.

The Big Six

In 1958-59, the NIBL will be ma up of six teams representing the Bucha Baking Co., Caterpillar Tractor C Denver Chicago Trucking Co., T Goodyear Tire & Rubber Co., Phill Petroleum Co., and The Vickers Pet leum Co. The NIBL was organized

MAJOR LEAGUE

947 under AAU sanction.

However, sponsorship of varsity basketball teams goes back many years. s history makes an unique study of nployee relations.

The Goodyear Tire & Rubber Co., kron, Ohio, first organized the Wingots in 1914 as a part of its employee tivities program. The company's purse was, and still is, three-fold:

To provide entertainment for their nployees,

To perform a public relations service the community and the public-at-rge,

To attract outstanding young men to e organization who will eventually into responsible positions with the mpany.

Proof's in the Pudding

Is it entertaining? A 44-year run tes as a smash success in any form show business.

Does it have public relations value? he Wingfoots bring big-time basketll to Akron and pack the 3,500 seat odyear gym with many fans from e general public as well as Goodar employees.

Does it attract potential executives? odyear basketball players enter the mpany's highly regarded training ogram usually for a two-year period. ritics could pick this apart as a ver-up for a situation which allows e former college star to continue to punch a clock, draw his pay and offer only his services as an athlete in return.

But look at the results. Newly elected chairman of the board is Edwin J. Thomas, a member of three Goodyear basketball teams in the early Twenties. He often chats with another early Wing star, Factory Superintendent Leroy Tomkinson, and with Vice President Victor J. Holt. More than 25 former Wings have risen to executive positions in the company.

The Wingfoot's rugged rival, the Phillips 66ers of the Phillips Petroleum Co., Bartlesville, Okla., point with pride to a similar record. Of more than 100 Phillips players, nearly 80 per cent have continued with the company, a figure well above the average. As with other sponsors in the NIBL, every player devotes full time to his job when not on trips. Practice comes after working hours, and no extra pay is given the player. Tenure on the team is usually two to four years.

The Vickers Study

One of the NIBL's newest members, The Vickers Petroleum Co., Inc., Wichita, Kan., completed an extensive study of their program in 1957 after their second season in the NIBL.

As with Goodyear, Vickers undertook varsity basketball to combat three problems: public relations, employee relations and personnel recruitment. With a payroll of only 300 employees, Vickers' problems are unique when compared to other NIBL sponsors, and management's decision to try basketball as the solution may seem surprising to many.

With its operations split between the home office in Wichita and a refinery in Potwin, Kan., a small town 35 miles northeast, morale and personal communication between management and employee groups had always been difficult.

About half of Potwin's 500 citizens are employed at the Vickers refinery. As can be imagined, the town's recreation facilities were meager.

How They Did It

The basketball program was inaugurated as an attempt to weld the group at Potwin into one that would be more receptive and have a better understanding of management's problems. At the same time, basketball would supply a medium of employee recreation during the winter months supplementing a summer season refinery baseball league.

All employees were given two tickets to all Vickers home games played at the University of Wichita Fieldhouse. Their children were also admitted without charge.

All Vickers employee-basketball players were required to spend a specified length of time at the Potwin refinery as a part of their company indoctrination.

Practically the entire Potwin population traveled to Wichita for every Vickers' game. Seating arrangements allowed refinery personnel to make personal contacts with people with whom they had only had phone conversations or had met once a year at the annual company picnic.

The placement of basketball players

continued on page 8

VITAL STATISTICS 1957-58

NAL STANDINGS

	W	L	Pct.	GB
rtlesville Phillips 66ers	21	9	.700	. . .
ichita Vickers	21	9	.700	. . .
enver D-C Truckers	16	14	.533	5
kron Goodyear Wingfoots	15	15	.500	6
oria Cats*	15	15	.500	6
nsas City Kaycees	2	28	.064	19

*won AAU Championship

NIBL ALL-STAR GAME

East All-Stars 113, West All-Stars 104

LEADING SCORERS

	FG	FT	TP	Avg.
Burdy Haldorsen, Bartlesville	307	187	801	26.7
George Swyers, Akron	239	136	614	20.5
Ray Downs, Kansas City	202	201	605	20.2
Harv Schmidt, Denver	234	115	583	20.1
Dick Boushka, Wichita	197	157	551	19.0
Dan Swartz, Wichita	180	182	542	18.1
Les Lane, Wichita	180	171	531	17.7
Wally Walowac, Akron	205	96	506	16.9
Dick Brott, Kansas City	190	90	470	15.7
Terry Rand, Denver	172	89	433	15.5

continued from page 7

at the refinery gave Potwin employees a new prestige and a personal ownership of the team.

Vickers management definitely believes that the basketball program has accomplished the objective of improving employee relations and that the formation of the Vickers Employee's Club and credit union are direct results. Long range plans call for an employee's club house at Potwin.

For Fame and Fortune

Another problem faced by Vickers: although the company had attractive employee finge benefits, its small size and lack of reputation made employee recruitment a difficult problem. Nevertheless, company expansion plans called for more personnel in all departments.

After basketball was underway, Vickers had so many outstanding applicants that it engaged a professional testing agency.

Only the player-employees who qualified after the stiff tests were hired. The testing agency also exploded the old myth about the low intelligence of athletes. Their intelligence level and vocabularly are well above the norm, and they are better adjusted psychologically.

Without the basketball program, Vickers probably would never have obtained the services of Dick Boushka, NIBL all-star and Phi Beta Kappa geophysical graduate of St. Louis U.

To operate in the NIBL requires an outlay of $17,500 franchise fee placed in escrow by the company as a good faith stipulation, about $2,000 operating expenses and $750 forfeit fee which is returnable at the end of the season.

Travel runs about $700 per game and other costs vary with the extent of promotion undertaken by the sponsor. Methods of financing a team vary with every sponsor.

With attendance exceeding 6,000 for every game, the Peoria Cats distribute tickets to their employees first, then to the community without charge. An exception is the sale of 2,600 low-cost reserved seats to the most rabid Cat fans.

Vickers' program is geared to b self-sustaining. Reserved seats sell t the general public for $2.00 and ge eral admission is $1.50.

Vickers tries to break even on roa games and showed a $6,300 net prof for home games in 1956-57.

The D-C Truckers lease the Denv auditorium for home games and se reserved and general admission ticke for $1.00, $1.50 and $2.00.

Boost by Bakers

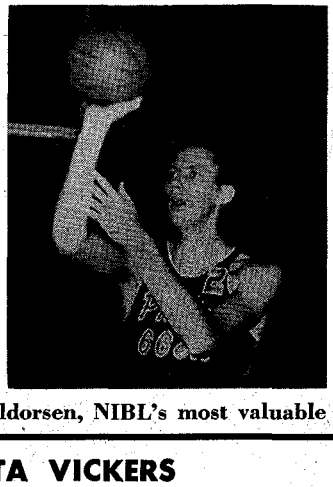
This year the NIBL is strengthene in several ways by the addition of th Seattle Buchan Bakers. The Bake give the league its first West Coa representative since 1954 and sym bolize the NIBL's ambitions for e pansion.

In addition, the Bakers, who repla last year's patsy, the Kansas Ci Kaycees, are a tested team and w tighten the NIBL race.

With the Bakers in the fold, fou Pacific Coast sponsors have alread made healthy inquiries into leagu membership, according to NIBL Pres dent James W. Vickers.

A look at the teams and the season ahead

BARTLESVILLE PHILLIPS 66ers



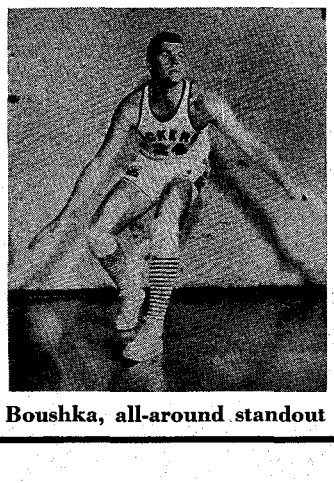
Burdy Haldorsen, NIBL's most valuable

SPONSOR: Phillips Petroleum Company, Bartlesville, Okla. (since 1936).
GYMNASIUM: Adams Building (company), capacity: 3,000.
COACH: O. N. (Bud) Browning, Okla. U. '35; six years (won 261 - lost 28).

LAST YEAR: Although tied by the Wichita Vickers, finished first for the 10th time in 10 years with 21-9 NIBL record and 43-12 over the season. Placed third in AAU Tournament winning consolation game 93-66 over Fort Leonard Wood.

1959 PROSPECTS: This is the team mo likely to end Phillips' ten-year ho on first place. Vickers boast heigh speed, accuracy and defensive agili plus experience gained in three seaso of finishing 2-2-1 in NIBL play. Aw some scoring punch led by Dic Boushka (6′ 5″ forward from St. Lou U.), Dan Swartz (6′ 4″, Morehea State) and Les Lane (5′ 10″, Okl homa). Towering Wade Halbrook (3″, Oregon State) and Don Boldebuc (7′, Houston) give tremendous heig advantage at center.

WICHITA VICKERS



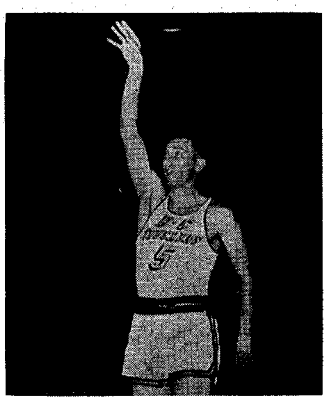
Dick Boushka, all-around standout

SPONSOR: The Vickers Petroleum Co., Inc., Wichita, Kan. (since 1955).
GYMNASIUM: The Roundhouse, Wichita U.; capacity: 11,000.
COACH: Bruce Drake, Oklahoma U. '28, one year (30-11).

LAST YEAR: Set record NIBL scoring pace with 106.5 points per game average to tie Phillips 66ers for title. Led league three-quarters of season, then slumped badly. Upset in quarter-finals of AAU Tournament by Fort Leonard Wood, 48-45.

1959 PROSPECTS: Lack of depth at cent and height at forward positions a only weaknesses that could keep 66e from their 11th consecutive titl League's leading scorer, Burdy Haldo son (6′ 9″, Colorado), with a reco smashing 26.7 game average is backe up by Gary Thompson (5′ 10″, Iow State) and Arnold Short (6′ 3″, Okl State). Retirement of regulars J Dean, Bill Houglund and Gib Ford w hurt, but Coach Browning's hopes a bolstered by a fine crop of careful selected rookies.

DENVER D-C TRUCKERS



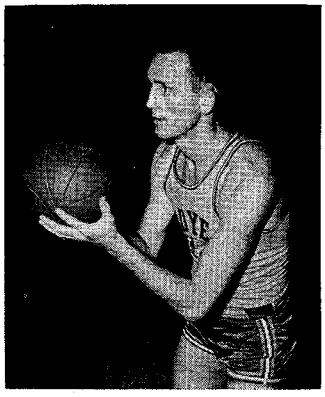
Harv Schmidt, rookie of the year

SPONSOR: Denver Chicago Trucking Co., Inc., Denver, Colo. (since 1956).
GYMNASIUM: Denver Auditorium Arena, capacity: 6,700.
COACH: Johnny Dee, Notre Dame '47, two years (45-30).

LAST YEAR: Finished strong, winning eight of last 10 league games to place third. Continued hot streak into AAU Tournament, losing in the finals to the Peoria Cats, 74-71, in four overtimes. Rang up an impressive 36-18 record over the season.

1959 PROSPECTS: A definite dark horse in this year's title race, Truckers show good over-all strength, run well, and are agressive with real desire. Weakest points, center depth and guard, should be helped by new additions, George BonSalle (6′ 8″, Illinois) and Dennis O'Shea (6′ 2″, Alabama). This year's showing could hinge on repeat performance by Harv Schmidt (6′ 6″, Illinois), NIBL rookie of the year, and, later, most valuable player in AAU Tournament. Last year's finish proved title capabilities.

AKRON GOODYEAR WINGFOOTS



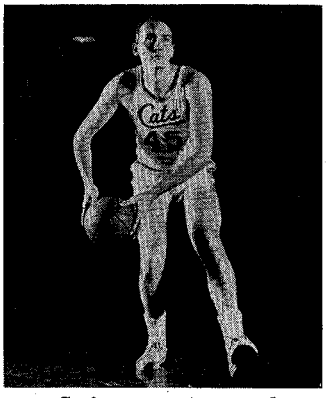
George Swyers, 2nd in league scoring

SPONSOR: The Goodyear Tire & Rubber Co., Akron, Ohio. (since 1914).
GYMNASIUM: Goodyear Gym (company), capacity: 3,500.
COACH: Henry V. (Hank) Vaughan, Akron U. '50, five years (100-70).

LAST YEAR: Averaged more than 100 points a game, but so did the opposition. As a result, Wingfoots had to settle for fourth place tie and 15-15 league record. Big win over Phillips last March cost 66ers undisputed claim to the NIBL crown.

1959 PROSPECTS: Although fast, aggressive and experienced, Wingfoots need strong play at center to move up with NIBL leaders, Coach Vaughan hopes to have answer in Jerry DuPont (6′ 10″, Louisville), a Chuck Tyra understudy who led Cardinals in scoring and rebounding last year. Nevertheless, the team is basically sound with nine veterans, six in their third seasons. Wingfoots welcome return of Ronnie Mayer (6′ 4″, Duke), NIBL All-Star in 1956, who was sidelined with broken arm last year.

PEORIA CATS



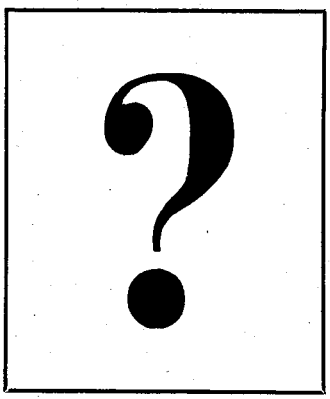
Bert Born, Cat's top point producer

SPONSOR: Caterpillar Tractor Co., Peoria, Ill. (since 1937).
GYMNASIUM: Robertson Memorial Fieldhouse, Bradley U.; capacity: 7,800.
COACH: Warren Womble, S.E. Okla. '48; eight years (183-81).

LAST YEAR: Made amends for disappointing fourth place NIBL finish by sweeping to National AAU Championship. Six Cats comprised bulk of U. S. Team which went undefeated in six games against USSR men's teams during tour of Russia last April.

1959 PROSPECTS: Despite the loss of two regulars, team balance, speed and experience give Coach Womble plenty to work with this season. Return of veteran Bill Johnson (6′ 8″, Nebraska) could mean a great deal to the Cats if he regains old touch after a year's layoff. Lack of depth at center and guard are biggest problems, but latter may be eased by addition of Don Ohl (6′ 2″, Illinois), All-Big Ten selection last year and Illini scoring leader. Cats hope to shake three year injury jinx and could finish high.

SEATTLE BUCHAN BAKERS



NIBL foes hope to find answer soon

SPONSOR: Buchan Baking Company, Seattle, Wash. (since 1955).
COACH: Frank Fidler, three years (146-41).

LAST YEAR: Not a league member last season, the Bakers played 12 games against NIBL opposition, winning three. However, 31-15 over-all record proves Bakers will be no patsy. Went to the quarter-finals in AAU Tournament before losing to third-place Phillips, 71-61. Three years in the business, the Bakers are not a green team.

1959 PROSPECTS: Despite previous games against NIBL teams, the Bakers must be ranked as an unknown quantity until they are well into their first NIBL season. With eight veterans and 11 newcomers fighting for slots on the 12-man squad, Coach Fidler has the markings of a strong team. Weaknesses are first-year status and center post left vacant by 6′ 9″ Bruno Boin, who returned to U. of Washington. Regulars include Dick Stricklin (6′ 7″, Seattle), Larry Beck (6′ 4″, Wash. State), and Carl Boldt (6′ 5‴ San Francisco).

RACK UP FUN WITH B

Take a cue from many companies who have found billiards to be an excellent source of income, a perfect noon-hour activity and fun for all

Got budget problems? Are sports activities dropping off as winter approaches? Do your employees want more family activities? And to top it off, are you pushed for space?

Then, get out from behind that eight-ball, there's a solution to all those problems which probably never occurred to you . . . billiards.

Listen to what a few of your fellow recreation directors have to say.

First-hand Experience

"At the nominal charge of five cents for 15 minutes, our billiard program brings in about $2,000 a year. This is net, after fees for license, taxes and recovering both our tables about five times a year. This income gives our budget a big boost."—John Crnich, R. R. Donnelley & Sons, Chicago, Ill.

"Interest in our billiards program is at an all-time high. In our opinion, billiards will gain more prominence in recreation programs because it is a year-round activity, particularly good for noon-time. The fact that women are becoming interested and participating is an indication of its popularity."—Harold Bechert, Eli Lilly and Co., Indianapolis, Ind.

"Billiards is one of the fastest growing sports at Faultless since people of all ages can participate. The most important part of our program is that employees and families have an opportunity to play in a good wholesome atmosphere. I would say that at least all of our employees (about 600) and their families use the billiard tables at one time or another during the season."—Howard Honaker, The Faultless Rubber Co., Ashland, Ohio.

Many other companies join this enthusiastic list. For example, Corning Glass Works, Corning, N. Y., estimates total yearly participation at 10,000. Owens-Illinois, Bridgeton, N. J., reports that its two tables are in use all day long by shift workers. They employ 2,250.

Cost and Maintenance

Compared to some sports, the original investment in billiards may seem high, but given proper care the equipment will last for many years making replacement and maintenance costs negligible. The standard 4½'x9' pocke billiards table, including cues, balls wall rack and other accessories wil run between $600 and $1,100, depend ing on quality. A 3'x6' table can be purchased for as little as $175.

Maintenance is simple if conducted regularly. Daily chores include brush ing the cloth, cleaning balls and cover ing the table when not in use.

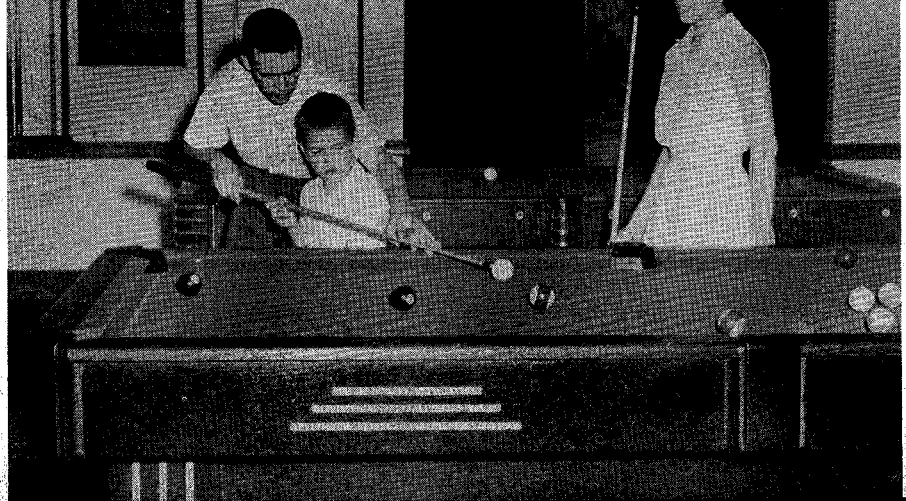
Monthly care requires cleaning and polishing table woodwork, tightening cushion rails, checking and repairing cues which need repair, and checking all balls. For economy sake, 2 7/16" balls are often used because they stand more wear than the regulation 2⅜" size. The larger ball may be trued up to five times before it's too small to be played.

Certainly, a requirement for indoor sports is that they do not take up too much space. The following chart shows the room needed for cueing.

TABLE SIZE	RECOMMENDED SPACE
3 x 6 feet	11 x 14 feet
4 x 8 feet	14 x 18 feet
4½ x 9 feet	14½ x 18½ feet
5 x 10 feet	15 x 20 feet

Many companies have all the play their facilities can accommodate merely by throwing open the doors to the billiard room. However, there are many

FAMILY of Howard Honaker, recreation director, The Faultless Rubber Co., Ashland, Ohio, enjoy a game of pool in the Faultless recreation building.



MEN AND WOMEN employees of the A. tables, get to know their product well in



ARDS

ovel games and variations which are ertain to build participation. Below re a few proven suggestions:

Billiard Parties

Regular weekly or monthly parties an be the backbone of your entire rogram. The most successful parties omprise mixed teams and follow the rogressive method used so often in ridge parties.

Some specific games are suggested elow, but the number of games, points r time of play is decided in advance aking into consideration the average ame of the majority of players.

Either four or eight players can play t each table. Partners are matched by suitable method.

When any one of the couples makes ne required number of points, play t all tables stops. Then all the players otal their points and progress, winers moving to the head table, losers o the last table. To determine partners or the next game, the two winners rom each table lag or bank and the inner then selects either one of the osers for his partner.

Combination "Rotation" and "61"

A very popular game for mixed eams, the men play rotation and the omen play 61. General rules of pocket illiards apply, i.e., men must call shots and pocket the balls in numerical order. Women may play for any ball and are not compelled to call their shots. The winner, either man or woman, must total 61 points.

- **Miss and Out Tournament**

Popular among men players, generally requires less than one hour's time. Ten evenly matched players draw numbers to determine their turn to shoot. After the break, the number one player starts his inning. (Balls pocketed or a scratch on the break do not count.) He continues shooting until his first miss when the number two player starts. The player making the highest run in his ONE inning wins the tournament.

- **Rapid Fire, One and Ten Ball**

Another quickie, 16 players of all classes draw to determine which four play on the four tables. Playing rotation, the two players who make the one and the ten ball are partners. If one player makes both the one and ten, the player getting the next highest ball is his partner. These players total their scores against that of the other two to determine the winner. Losers drop out, and the winners of the four games draw to start the second round. This continues until the final game decides the two winners.

- **Key Shot Billiards**

Permits players in different cities to play against each other, checking the results by telephone, telegraph or mail. Appropriate for straight-rail, pocket billiards or three-cushions.

Referee places balls on table in exact positions as indicated by a key shot chart. A player takes his first key shot and continues until he misses. The second key shot is placed on the table, and the player proceeds as above until all key shots are completed. He then totals his score for all his innings. If several players are representing your company, they take their turn at the table in rotation for each key shot. This procedure is also followed if all players are present.

- **League Play**

This can be organized on the same round robin schedule as used in other sports. Competition can be on a scratch basis with 125 point games for pocket billiards, 50 point games for three-cushion, etc. If your players differ widely in ability, they can be broken down into flights of approximate equal ability, or a handicapping system could be used. In the latter case, the best players shoot for scratch or 125 balls. Those not as good may play for 115 and so on.

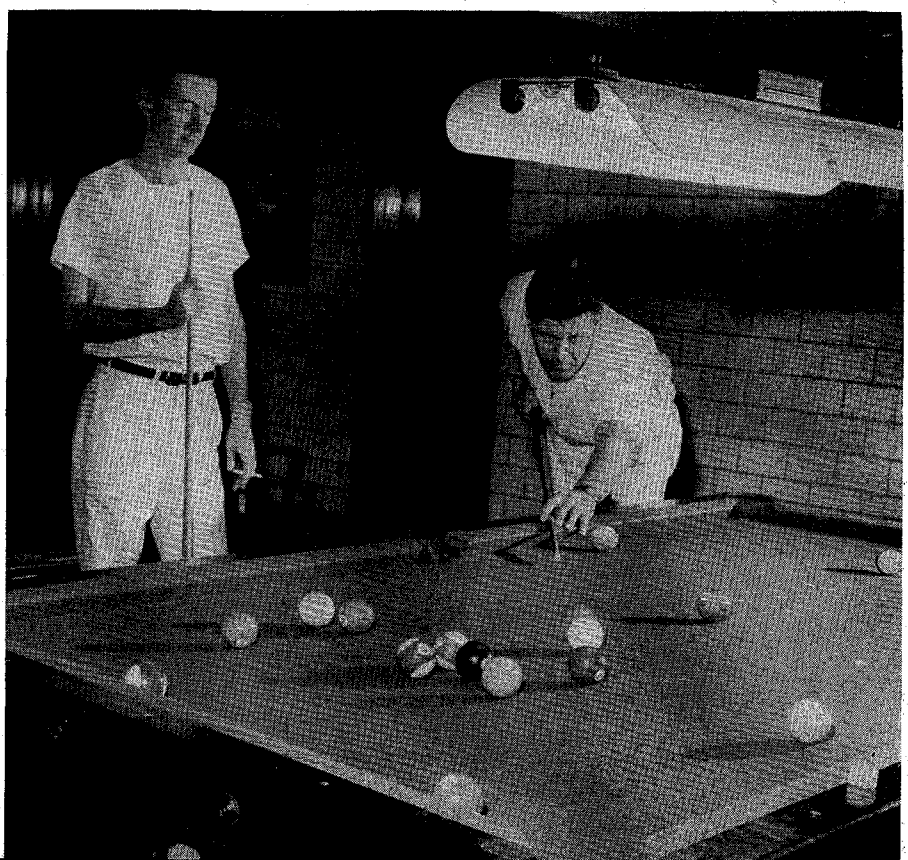
- **Tournaments**

Can also be arranged on the same basis as other sports tournaments with competition either for singles or doubles. Best players should be seeded, or, as in league play, the meet can be broken into flights or the players awarded handicaps.

Louis, Mo., a manufacturer of billiard tion room.



OLD PROS at Eli Lilly and Company, Indianapolis, Ind., battle it out on one of the firm's 11 billiard tables during their noon-hour break.



C.A.B. Clarifies Group Travel Policy

To clarify several points of confusion regarding the charter policy of the Civil Aeronautics Board, R/M raised the following questions. The answers, supplied by J. W. Rosenthal, chief of the C.A.B.'s Carrier Relations Division, provide general guidance with definite advice reserved for actual situations where specific facts are presented. The C.A.B.'s policy to prevent solicitation of the general public defies precise definition. Thus, the Board has evolved a number of tests which are used in judging charter applications, none of which are necessarily controlling under all circumstances.

Can employees of two different industrial travel clubs combine to fill a charter?

As a general proposition, the answer is "No." The sharing of one aircraft by two or more separate groups is commonly referred to as a split-charter. The Board has a firm policy of long standing against such practice, holding that a collective contract by a group for exclusive use of an aircraft is basic to the concept of charter service in air transportation. There may be a case, however, where two groups have a past history of joint activities which would tend to give the two a "oneness" which would overcom a presumption of a split-charter. In such case there would have to be a single contrac with the carrier, the charter would have t be organized as a single charter rather tha two separate charters sharing the same air craft, and the burden would be on th chartering group to overcome a presumptio that the two concerns had combined solel for purposes of the charter.

Can employees from branch plants throughout the nation go on the main plant charter?

In considering this question you should bear in mind that an important criterion in testing for "public solicitation" is the size/geographic scope concept set forth in Paragraph C 1 of the Board's Charter Policy. In passing upon charter applications of industrial concerns the Board has given weight to the "5-10-20" rule-of-thumb explained in that provision of the Policy, rather than to the organizational set-up of the concern. Thus, to answer your question, if total employment of the concern, including branch plants, doesn't exceed 5,000, a charter could be held open to employees of all plants On the other hand, if the employee roste totals more than 5,000, the charter shoul be limited to a single plant, or the plant within a single state, provided their com bined employment is under 10,000. To b more specific, the Board has approved in dividual charters for employees of Genera Electric's Nela Park plant and for employee of General Electric's Schenectady plant, bu a charter drawn from all employees in GE' nationwide organization would undoubtedl not qualify for approval.

Can the wife and family of an employee go if the breadwinner does not?

The answer is "No," as clearly set out in Paragraph C 2 of the Policy: "... participation of immediate families shall be limited to the immediate families of those members who will themselves participate in the charter flight as passengers."

Are pensioners, i.e., retirees, eligible for charters?

The answer to this depends largely upon the facts of the situation. If the basis for participation in the charter is employment with a particular concern, then clearly retirees would not be eligible. If, on the other hand, the basis for participation is membership in a recreation club of an industrial concern, and the bylaws of such club permits retirees to be members, retirees would be eligible for participation. In the latter case, the residences of retirees would be considered in passing upon the eligibility of the group for the charter. Since it is unlikely that all retiree-members would reside in the home town of the plant, the charter ing group would be considered statewide or nationwide, according to the geographic distribution of its members, and as such the 5,000 or 10,000 membership maxim would apply.

How long should an industrial travel club be organized to be eligible for a charter?

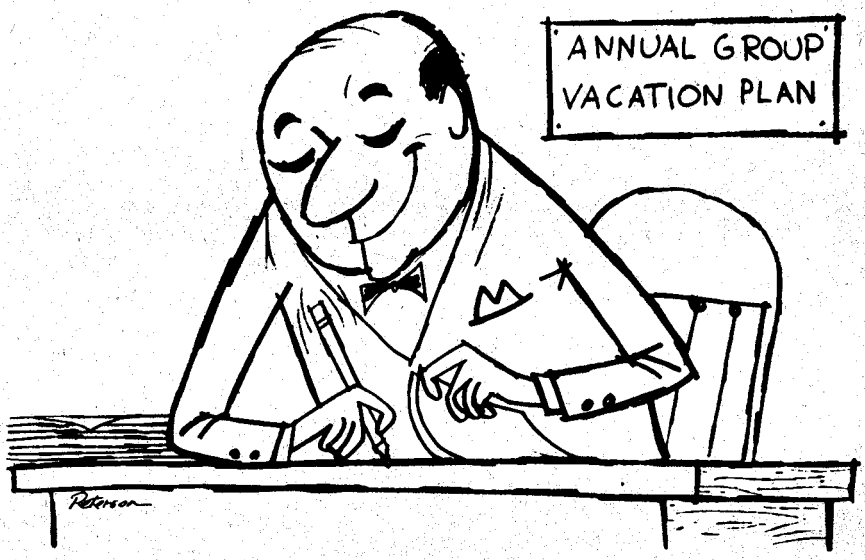
Employees of an industrial or mercantile concern need not be organized as a travel club, recreation association or any other formal entity to be eligible for charter. It follows, therefore, that if the charter is confined to employees and their immediate families the period such travel club has been organized, or the length of one's membership in such club, is immaterial. If, on the other hand, membership in a travel club is open to persons not currently employed by the parent concern, e.g., retirees, or anyone willing to pay the membership fee, the Board would thoroughly scrutinize the sponsoring club to determine whether i was established merely as a vehicle for ob taining charter rate transportation for its members. In such a case it is impossible to give a quantitative answer to your question Although the Charter Policy sets up presumption of public solicitation where solicited members of a social organizatio have been members for less than six months the Board has made it clear that mere compliance with the six-months rule is no guarantee to overcoming that presumption

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a charm program for women employees

here's how and why

BY ADA PASKIND

Earlier in the year, when women employees of the Convair plant in San Diego were asked to express preferences for womens' activities in the company's recreation program, their suggestions indicated great interest in a program of "charm" courses or personal improvement dicussions and projects.

Convair's women are like women workers in many other companies, all interested in improving assets which will help them get ahead in their jobs and social lives.

Company sponsored charm classes can have far reaching results. Often poise and good grooming are the first recommendations for promotions to better jobs. Better looking, well dressed women employees will also help boost company morale generally.

If the women in your company are interested in a program of charm activities, here's the way to get it started:



WITH APPEARANCE goes self-confidence and chances for promotion, say many company officials. Here a Sylvania Products employee finds her most flattering hat style.

First, determine the interests of the women. In addition to levels of personal improvements, such as figure control, make-up and hair styling, the ladies might want to learn professional modeling. All aspects of the program should be considered at the outset.

A few aspects of the program might be:

Conditioning or coordination: a program to develop healthy muscle tone which is important for good posture and graceful bearing.

Figure control: weight control and figure control are not always the same thing. A woman worker's diet alone can change her weight, but only when combined with the right exercises for the particular individual is it possible to maintain the figure at the proportions desired.

Posture and walking: Fine posture and bearing can mean younger, more confident impressions on others, reduction of fatigue and more attractiveness. Also, good posture is the foundation of achieving the well-dressed look. This aspect should be included in any company's outline of a "charm" program for women.

Modeling: After good posture and a graceful walk have been mastered by the ladies, they might want to learn basic professional modeling skills in order to put on a company fashion show. This skill will also aid them in their "after-work" activities, and give them more self confidence in their appearance.

Make-up: Make-up should serve a more important purpose than as a cover-up for complexion difficulties. Your women workers may want to find out how correct make up techniques can help to highlight their natural skin

ones and to coordinate it with their facial bone structure, skin and hair type.

Hair styling: A woman's own hair style might be improved if a group of other women workers met together to discuss hair problems. This is an excellent group activity, and might involve the services of a professional beautician from time to time.

Wardrobe planning: All women are interested in knowing how to dress better, to look more youthful and attractive. Group sessions discussing each member's particular problems can lead to the women workers feeling that they have a better insight into their own manner of dress, both for the office and for their outside lives.

Social graces: Both socially and in the business world, an important factor in the building of self-confidence is to know the correct manner of behavior at all times. A program of social graces can include discussions of formal and informal customs, how to be a good hostess, the responsibilities of the guest in various types of gatherings. Also, the art of being a good mixer and an enjoyable conversationalist can be covered.

Business etiquette: The right procedure in the business world at various times can be a part of your program which will be most valuable to the company **and** the individual. Discussions of how to deal with customers, clients and telephone inquiries can be invaluable to increasing the woman worker's ability to cope with day to day situations.

After the interests of the women have been discovered, it is then time to consider a leader of the group who will be able to head all the charm group's activities.

If your company's personnel director is a woman, she may be capable of directing the program. She is aware of what assets she finds most desirable in hiring an employee, and so might be well equipped to lead discussions among the women workers pertaining to their self-improvement.

Another plan might call for the services of a professional model or workers from an outside charm school. This person could be hired to meet with your company's group once a week or as often as the group elects. This might incur additional expense, but the inspiration provided by the professional nature of the person will be worth the additional expenditure.

A combination plan can be worked out for a director, with a member of your own personnel staff heading the program, and calling in experts on the particular matters of discussion for each meeting. This way you might have a model, a beautician, a hair stylist, or others for a session or two during the course of the charm program.

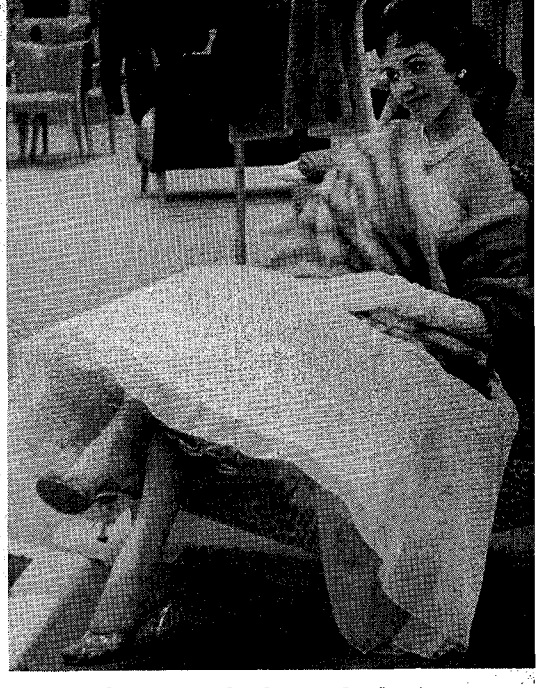
After deciding what the interests of the women are, and from what sources you have to draw upon for a leader, your next step is to determine how the program will be financed.

If the budget for recreation allows complete payment by the company, the program can be free to the women An alternative to supplement the recreation budget can be a small fee paid by each employee. This fee could cover materials used, and the salaries paid to outside workers who appear as "specialists" during the program.

Many companies during the last year have put on fashion shows as the culmination of their charm programs. Among them are RCA in Camden, N.J., General Electric, Cleveland, Sylvania Electric Products of Burlington, Iowa, Allen-Bradley of Milwaukee, Chrysler of Detroit, Motorola of Chicago, Convair of San Diego, and B. F. Goodrich, Akron.

Over 1,000 persons watched the "First in American Fashions" style show produced by B. F. Goodrich. A "Miss First in Fashion" was chosen, and given a paid week-end visit to New York, and runners-up were given cash prizes.

This is typical of many companies who include a modeling activity in their womens' recreation program.



LOOKING as though she might be in wonderland, this B. F. Goodrich employee enjoys every minute as she is fitted for furs to wear in the company's fashion show.

Fashion shows as these are often given for employees only, but frequently include outside guests as well. Sometimes shows are given to benefit charity, as one given by the Chrysler Girls' Club. After a card party, they presented the fashion show, which added to the revenue raised during the card games.

Whether a fashion show is used as the "graduation" exercise following the company charm course, the results of a charm program will be evident among your women workers.

Better telephone manners, a more well-modulated voice, better appearance, more self-confidence—all these assets can belong to the women workers. And—the morale of the male employees should increase, too.



THESE 12 B. F. Goodrich girls were chosen from 60 applicants to model in the annual BFG style show. An impartial panel from the community made the selections.

R/M RECREATION ROUNDUP

The Jet Age—Many Changes

Next summer, industry travel clubs getting their first taste of the jet age will experience many changes far beyond that of speed.

Although reductions in travel time are certainly impressive — scheduled New York to Paris flights should take no longer than 8½ hours, a good 4½ hours less than the same trip by a DC-7—the airlines have incorporated many new features and are working on still more.

Passengers will board the new jet liners almost half an hour before take-off time and make themselves comfortable while listening to music which will continue throughout the flight.

To speed loading since jets carry almost twice as many passengers, there will be two doors, forward and aft, instead of one. Presently, passengers will board via the usual mobile stairway. In the future, however, passengers may leave from the second floor of the terminal, walk along a 100-foot, enclosed gangway into the awaiting airplane. If successfully developed, this method of loading will keep passengers out of the wind and rain and off the field with its clutter of vehicles and workers.

Fitness of Fitness Council

Soul-searching seemed to be the order of the day as the President's Council on Youth Fitness and the President's Citizen's Advisory Committee conducted their second annual meeting on the fitness of American youth at Fort Richie, Md., Sept. 7-9.

Reviewing the accomplishments of the Council and Committee during its first two years, Committee Chairman Homer C. Wadsworth stated, "It appears that most of the effort of these years has been devoted to stimulating interest and concern for the fitness of our youth . . . The gains have been noteworthy . . . The country is a dressed up for the party."

Does this mean the Council ha done its job, or should it also pu on the party?

Neither, according to the opinion of most Committee members. Th recommendations developed at th meeting called for continuing emphas on developing and disseminating guid ance materials and information.

The Committee endorsed the ph losophy that, "Our purpose is not t develop an additional branch of th government. Our aim is strengthen enrich and focus attention on the pro grams of existing youth organization We should spur them on to eve greater and more effective activity an service."

Yet, there was general agreemen that the Committee should also be use in an action capacity.

One of the specific recommendation of the Committee was that the Counc should use every available means t urge corporations to make suitabl facilities under their control availabl for community use.

R/M LETTERS

Benefit from NIRA, R/M

We want to take this opportunity to say that being a member of your fine association since June, 1958, has certainly been of benefit to us. RECREATION MANAGEMENT and the materials and manuals received have added interest and provided help in our program.

Edward R. Silberman, Asst.
Administrator for Personnel
Veterans Administration
Washington, D. C.

Enjoyable

I have just finished reading the November issue of your publication, RECREATION MANAGEMENT, and want to tell you that I certainly enjoyed the many interesting articles that appeared in the issue.

You have certainly done a fine job in setting up this new, informative magazine.

David Richman, Asst. Vice Pres.
Associated Agencies, Inc.
Chicago, Ill.

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ard and Table Game Survey

Bridge, chess and checkers are the most popular of 20 ifferent card and table games offered by industrial rec-eation programs. The following results are based on 240 turns to a random sampling of NIRA member com-anies completed in late 1957.

umber of Company Employees: r cent of companies offering:	Under 1,000	1,001-5,000	5,001-10,000	Over 10,000	Total
Bridge	26.4	32.6	63.5	60.6	37.9
Chess	9.2	10.9	57.8	53.7	21.7
Checkers	6.9	23.9	30.3	35.6	20.0
Pinochle	9.2	19.6	27.2	14.3	16.3
Bingo	13.8	10.9	21.2	14.3	14.2
Cribbage	4.6	8.7	12.1	14.3	8.3
Euchre	3.5	4.4	6.1	7.3	4.6
Dominoes	3.5	2.2	3.1	10.7	3.8
500	2.3	5.4	0.	0	2.9
Sheepshead	2.3	3.3	0	0	2.1
Poker	1.2	2.2	0	0	1.3
Backgammon	0	0	0	3.6	.4
Bridge, duplicate	0	1.1	0	0	.4
Canasta	1.2	0	0	0	.4
Go	0	0	3.0	0	.4
Hearts	0	1.1	0	0	.4
Pinochle, tournament	0	0	3.0	0	.4
Pitch	0	1.1	0	0	.4
Set Back	0	0	3.0	0	.4
Skat	0	1.1	0	0	.4
Other: Bridge lessons	0	0	0	3.6	.4
Card parties	0	0	3.0	0	.4
umber of Companies Reporting	87	92	33	28	240

Checklist for Effective Administration

The following 12 Principles of Administration for In-ustrial Recreation were developed at the Purdue Indus-rial Recreation Workshop, Feb. 1958, under the direction f H. D. Edgren, Professor of Recreation Leadership, urdue University, Lafayette, Ind., and NIRA's Director f Research and Education.

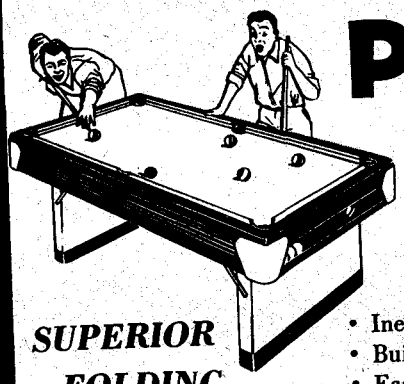
The workshop concluded that effective administration:

- Demands centralization of responsibility.
- Develops policies based on systematic collection of facts.
- Is based on a sound philosophy of recreation.
- Encourages cooperation between all departments and community agencies.
- Practices creative participation as an essential element of administration.
- Delegates responsibility and the authority to carry it out.
- Anticipates all possible difficulties and makes provisions for them.
- Gives recognition to individuals. (Both participants and staff.)
- Provides for a broad program of activities and experiences.
- Believes that understanding is basic to appreciation, and appreciation to support.
- Gives consideration to community customs and modes.
- Believes that all of the facilities and services should yield as large a return as possible.

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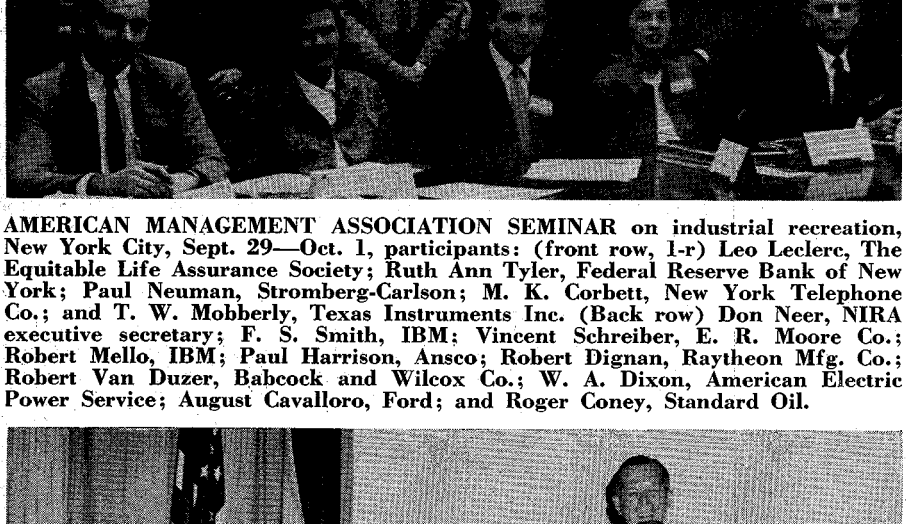


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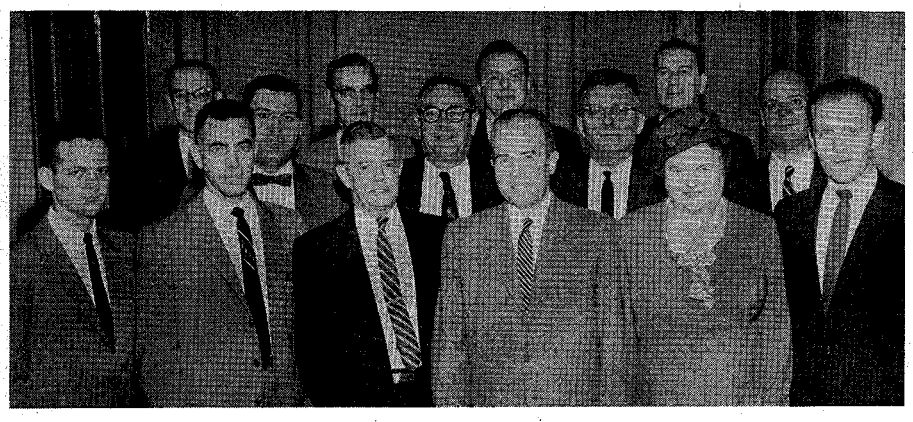
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AMERICAN MANAGEMENT ASSOCIATION SEMINAR on industrial recreation, New York City, Sept. 29—Oct. 1, participants: (front row, l-r) Leo Leclerc, The Equitable Life Assurance Society; Ruth Ann Tyler, Federal Reserve Bank of New York; Paul Neuman, Stromberg-Carlson; M. K. Corbett, New York Telephone Co.; and T. W. Mobberly, Texas Instruments Inc. (Back row) Don Neer, NIRA executive secretary; F. S. Smith, IBM; Vincent Schreiber, E. R. Moore Co.; Robert Mello, IBM; Paul Harrison, Ansco; Robert Dignan, Raytheon Mfg. Co.; Robert Van Duzer, Babcock and Wilcox Co.; W. A. Dixon, American Electric Power Service; August Cavalloro, Ford; and Roger Coney, Standard Oil.



REGION I WORKSHOP, New York City, Oct. 16, head table: (l-r) Oskar Frowein, Republic Aviation Corp. and NIRA Region I junior director; Fred Ridolph, Long Island Fund and president, Long Island Industrial Recreation Assn.; Tom Croft, Convair and NIRA president; Ken Klingler, Consolidated Electrodynamics, Region I senior director and immediate past president, NIRA; and Dave Chapin, The Equitable Life Assurance Society and president, Industrial Recreation Directors Assn. of N. Y. Ridolph and Chapin were co-chairmen.



REGION III WORKSHOP, Chicago, Nov. 15, planning committee: (front row, l-r) Hoyt Mathews, editor, R/M; Mel Ackerman, Chicago Park District; Walter Dowswell, Motorola and NIRA Region III senior director; John Kelly, City of Chicago; Ella Hardacre, Illinois Bell Telephone; Louis Goldstein, Toni Co. and president, Grant Park Recreation Assn.; (second row) Don Neer, NIRA executive secretary; P. J. McCarthy, asst. recreation director, Chicago Park District; George Kalmus, Teletype Corp.; Al Vosskuhler, International Harvester; (back row) Vern Hernlund, director of recreation, City of Chicago; Charles Jensen, Illinois Bell and ASA commissioner; John Crnich, R. R. Donnelley & Sons and president Greater Chicago Council; and Charles Mustes, City of Chicago.

Workshops Abound

The increasing importance of re
reation in the eyes of U. S. a
Canadian industry was crystalized
three highly successful workshop se
sions this Fall.

The second American Manageme
Association industrial recreation se
inar of the year registered full atten
ance and excellent turn-outs were
hand at NIRA Region I and III.

Five more meetings are slated f
the next three months. NIRA Regi
IV workshop convenes in Atlanta, G
Jan. 15, while Region VI worksho
will be held in Dallas, Texas, Feb.
and Tulsa, Okla., Feb. 12. Other
California Conference, Feb. 14-1
Santa Monica; Purdue U., Feb. 16-1

Welcome New NIRA Membe

NIRA extends a hearty welcome
the following new members who ha
joined the Association since June
1958. Credit is given to those perso
listed in parenthesis for sponsoring t
new members.

Company Members:

Aero-Jet, General Corp., Sacremento, Calif. (Vern Peak)
Ampex Corporation, Redwood City, Cal (Fresno Conference)
Mallinckrondt Chemical Works, St. Lou Mo. (Dean Moneymaker)
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Veterans Administration, Washington D. (Charles Cunningham)
Dynacolor Corp., Brockton, N. Y. (Ken Klingler)
Babcock & Wilcox Co., Barberton, Ohio (Ben Kozman)
Sun Oil Co., Ltd., Sarnia, Ontario (Wm. C. F. Ziegenfus)
E. I. DuPont, Savannah River Plant, Aiken, S. C. (W. R. Kelk)
John Labatt Ltd., London, Ontario (Dave Manning)
Cramerton Mills, Cramerton, N. C. (Rlaph Johnson)

Individual Member:

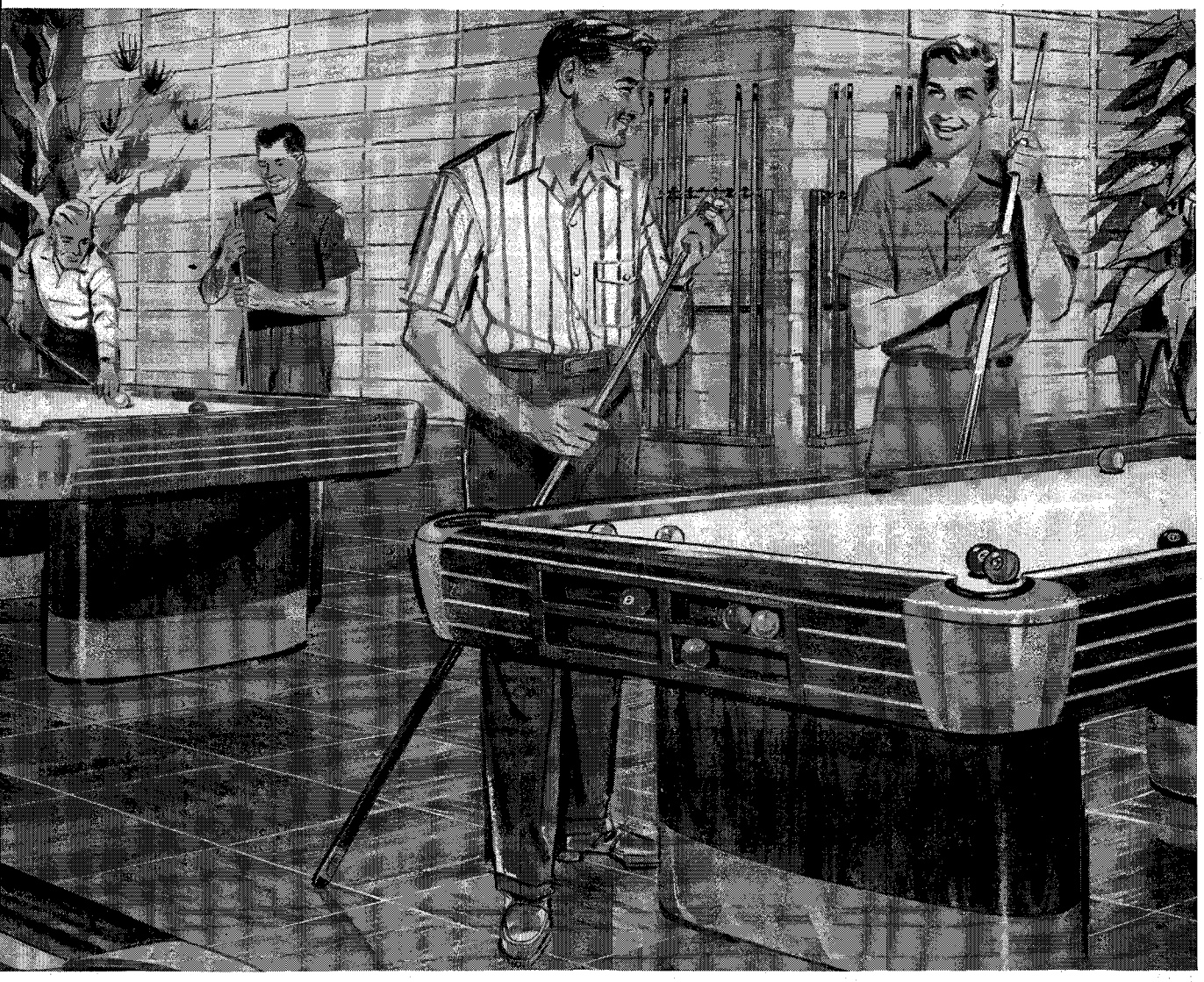
Frederick R. Ridolph, Great Neck, N. (Oskar Frowein)

Associate Members:

Tandy Leather Co., Fort Worth, Texas (Tom Croft)
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Northwest Automatic Products Corp. Minneapolis, Minn. (John Leslie)
Hightower Laboratories, Los Angeles, Calif. (H. S. Naish)
Bennett Tours, Inc., New York, N. Y. (NIRA Headquarters)
Adams Travel Bureau, Inc., Philadelph Pa. (Wm. C. F. Ziegenfus)
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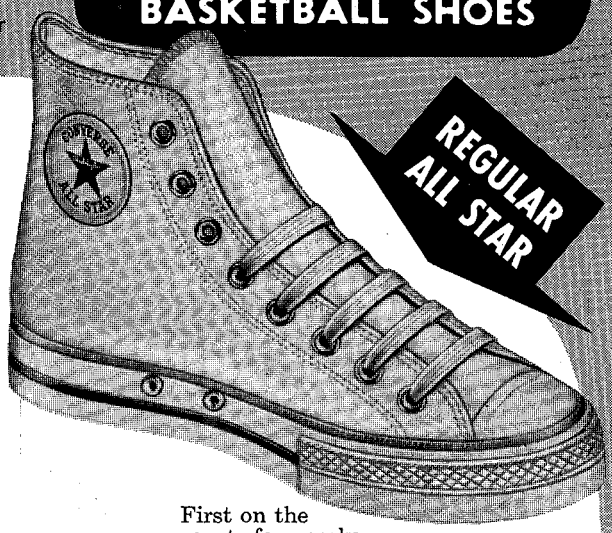
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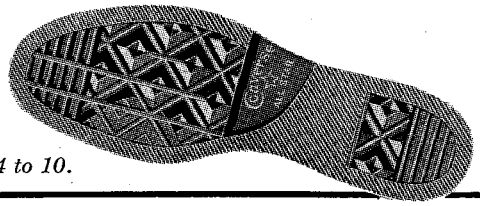
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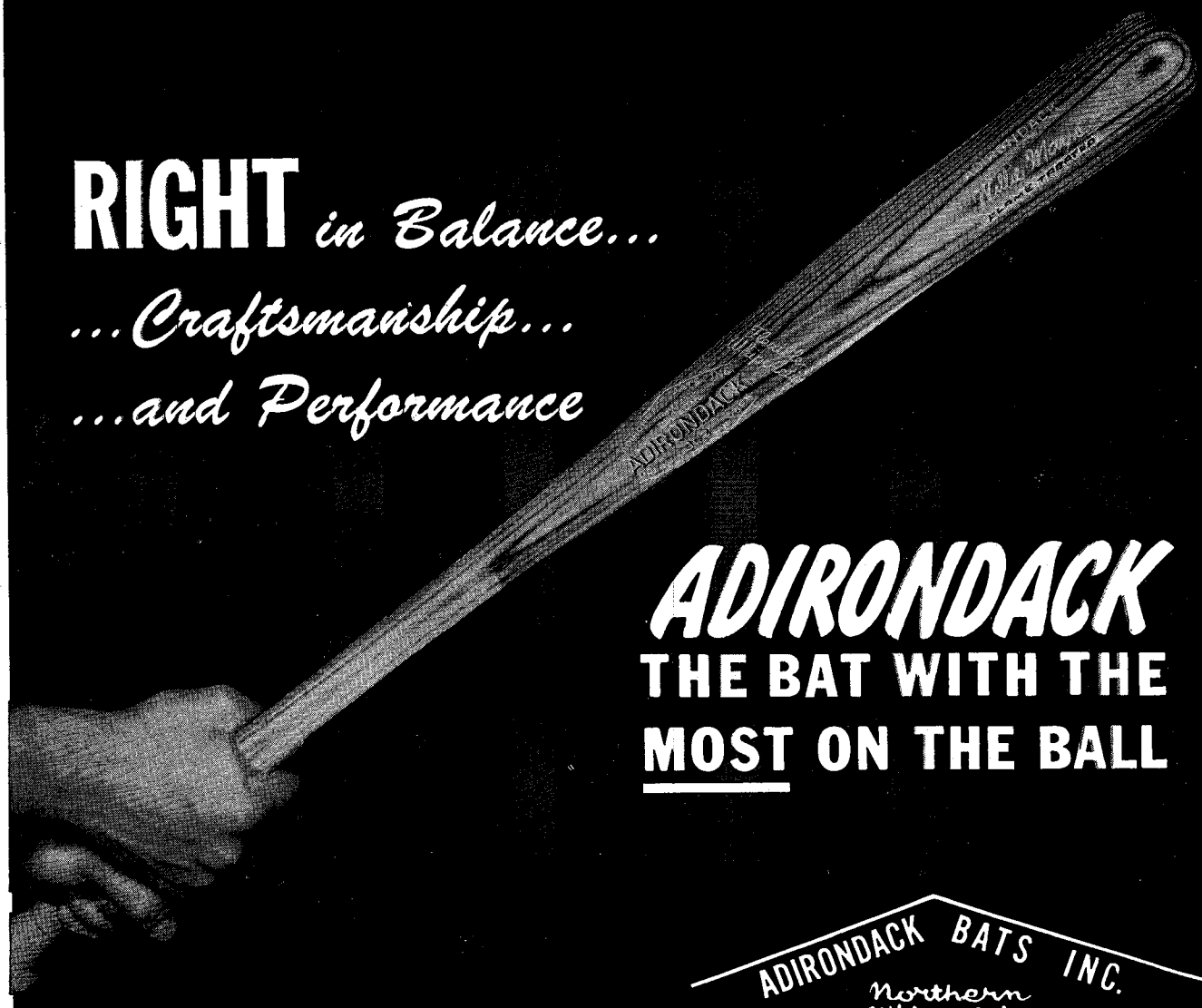
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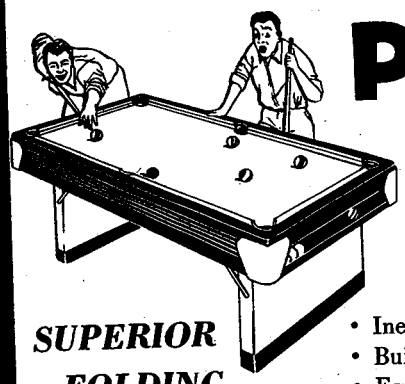


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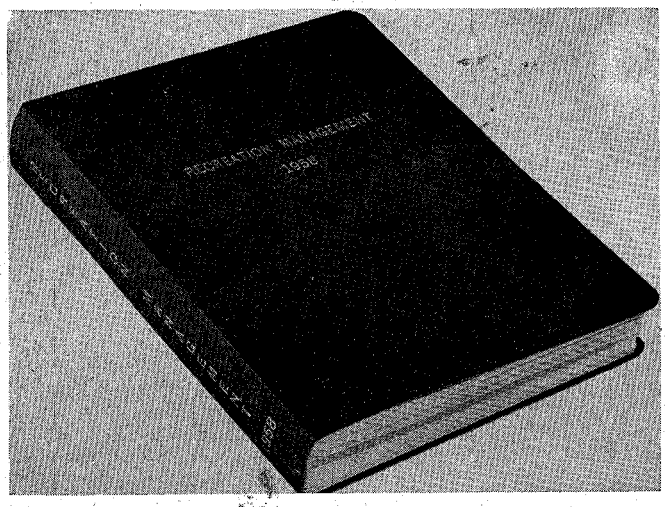
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RECREATION MANAGEMENT

THE NATIONAL MAGAZINE OF RECREATION IN INDUSTRY

ABOUT THE 1959 NIRA ANNUAL . . .

In January, RECREATION MANAGEMENT will publish a story, "Man of Many Hats." It will be no surprise to you that this man is a recreation director. You may be surprised, however, when you read about the 28 different functions that are handled by recreation directors throughout the country. These duties are in addition to the regular tasks of conducting sports, crafts, social and hobby activities.

Since you are a man of many hats, we have tried to ease your burden somewhat so you do not also have to be a man of many books. Hence, the 1959 NIRA ANNUAL.

In the past, the contents of this ANNUAL were published in several separate booklets and pamphlets. This year, with the advent of RECREATION MANAGEMENT Magazine, we have the means to wrap up, in one convenient, easy to use package, all the official NIRA publications and the annual NIRA Conference Proceedings.

The result, we trust, will be a valuable addition to your professional library. Along with the regular monthly issues of R/M, it is intended to be a useful reference work in your ever-broadening scope of activities.

Don L. Neer

Don L. Neer, Publisher

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the purpose of NIRA is to promote, protect, foster and advance the interests of industrial recreati

- To improve the caliber of industrial recreation programs
- To upgrade the standards of the industrial recreation profession
- To collect and disseminate pertinent industrial recreation data
- To help each company director do a better job for his company
- To increase the number of companies with employee recreation programs

WHAT NIRA MEMBERSHIP MEANS

ADVISORY SERVICE Whatever your problem, whether it concerns starting a recreation progra from scratch or a technical question on a little known subject, members of t NIRA Advisory Committee are on call to help you. These men, past presider of NIRA, are long on experience and represent some of industry's leading re reation programs. Their recommendations are time-tested.

CLUB AIDS Helpful information on organizing all types of employee club activity is ava able from NIRA Headquarters. These materials include sample club constit tions and by-laws, as well as suggestions for stimulating interest, publicizi activities and conducting successful meetings.

CONFERENCES The National NIRA Conference and Exhibit, held each May, and region industrial recreation workshops scheduled throughout the year give you t opportunity to participate with the top authorities in the nation in solvi problems and exchanging ideas for improving your own program.

RESEARCH STUDIES Through its collective membership, NIRA is able to compile surveys of gre value in judging the strong and weak points of your own program, activi popularity and new trends in industrial recreation. These studies include equi ment and services purchasing, retirement, accidents and vacations.

REFERENCE LIBRARY In constant production are staff written "how-to" booklets describing step-b step procedures for developing effective projects, and reference manuals p senting data unavailable elsewhere. Items include: How To Set Up Tournamen Let's Talk Travel, Employee Flower Clubs, Standard Sports Arenas.

INSURANCE NIRA members have access to special team insurance, as well as help on re reation insurance problems through professional counsel. In addition, NIRA group accident insurance plan provides around the clock coverage for recre tion directors, their staffs and officials of employee associations.

OUTSIDE MATERIALS Organizations other than NIRA frequently issue printed material of inter to industrial recreation directors. Whenever possible, the Association obtai sufficient copies to cover its mailing list. These mailings include such items rule books, catalogs, newspaper and magazine reprints.

SPORTS TOURNAMENTS In September 1958, NIRA conducted the first national Fish-A-Rama for indust on Kentucky Lake, Tennessee. In addition, national champions were named f the largest trout, bass and walleye caught in company fishing contests. Oth national contests for industry sportsmen are being developed.

RECREATION MANAGEMENT Published monthly, the National Magazine of Recreation in Business and I dustry brings you the latest developments in the field through interesting featu articles, "how-to-do-it" case histories, Research Reports, Recreation Roundu and Idea Clinics, a grab bag of useful ideas for recreation directors.

—"The more extensive a man's knowledge of what has been done, the greater will be his power of knowing what to do"—Disrae

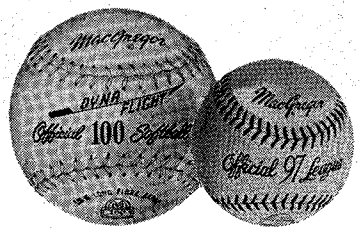
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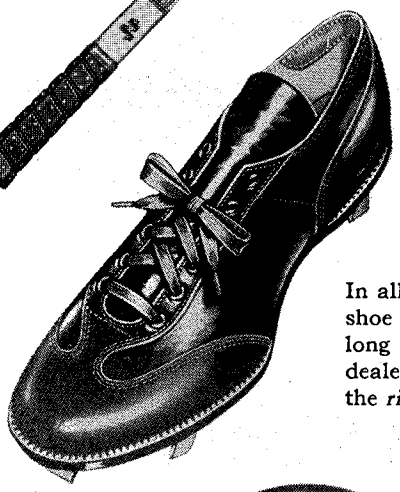
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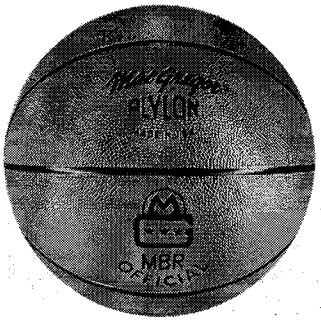
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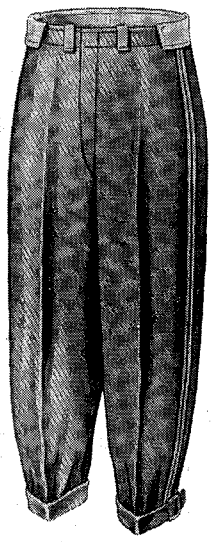
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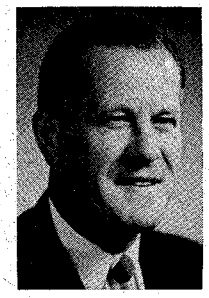


PRESIDENT **Thomas G. Croft**
Chief of Employee Service at Convair, Division of General Dynamics Corp., Fort Worth, Texas. A graduate of the Univ. of Texas, practiced law before joining Convair in 1950. Capt. Croft was a pilot with the Troop Carrier Command serving 16 months in the Pacific Theater during World War II. NIRA vice president in 1957.

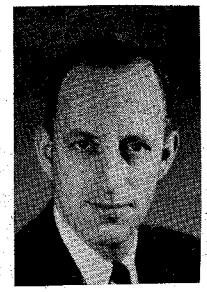


EXECUTIVE SECRETARY **Don L. Ne**
Sports director and program coordina tor for U. S. Junior Chamber of Com merce 1951-55. Former recreation su perintendent for cities of St. Clou Minn., and Zanesville, Ohio. Five yea with US Navy directing welfare an recreation programs. B.S. and M.E. d grees from Univ. of Minnesota. Exec tive Secretary since 1955.

Region I—East



SENIOR DIRECTOR **Kenneth Klingler**
Immediate past president of NIRA. Assistant personnel director and recreation director, Consolidated Electrodynamics Corp., Rochester, N. Y. More than 25 years experience in industrial recreation. Began first of seven years on NIRA Board of Directors in 1949. Elected NIRA vice president in 1955, President in 1957.



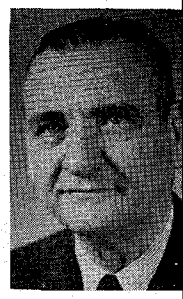
JUNIOR DIRECTOR **Oskar Frowein**
Recreation director, Republic Aviation Corporation, Farmingdale, N. Y., and branch plants since 1944. Charter organizer and past president of Long Island Industrial Recreation Assn. and Industrial Recreation Directors Assn. of New York. Graduate, Univ. of Michigan. High school and college sports official for 27 years.

Region II—Mid-East

VICE PRES., SR. DIR. **Martha L. Daniell**
Director of recreation, Nationwide Insurance, Columbus, Ohio since 1950. Two years in club work with the American Red Cross overseas. Bachelor and Master's degrees from Ohio State Univ., Special Recreation degree from American Univ. under Red Cross supervision. Member of NIRA Board of Directors since 1955.



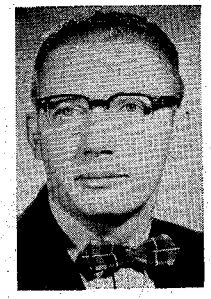
VICE PRES., JR. DIR. **Wm. C. F. Ziegenfus**
Director of recreation, Sun Oil Co., Marcus Hook, Pa., since 1946. B.S. from Muhlenburg College. M.A. from Columbia Univ. Former coach and athletic director at two Pennsylvania high schools. Elected to NIRA Board of Directors in 1956. Serving as co-chairman of 1959 NIRA national conference in Philadelphia, Pa.



Region V—Northwest



SENIOR DIRECTOR **Walter P. Sprangers**
Recreation director, Allen-Bradley Co., Milwaukee, Wis. Director and past president, Milwaukee County Industrial Recreation Council; president, Wisconsin Association of the AAU; past president, National Industrial Basketball League. Attended Milwaukee State Teachers College and Purdue Univ. Industrial Recreation course.



VICE PRES., JR. DIR. **John H. Leslie**
Recreation Director, Minnesota Mining and Manufacturing Co., St. Paul, Minn., since 1952. B.S. and M.A. degrees from Univ. of Minnesota. Past president, Minnesota Recreation Assn.; past chairman, Industrial Section, American Recreation Society. Three years as Minnesota State Recreation Consultant.

Region VI—Southwest

SENIOR DIRECTOR **Robert F. Janes**
Business manager, Chance Vought Club, Chance Vought Aircraft, Dallas, Texas, since 1955. B.A. from Univ. of Alabama, two years graduate work at Yale Univ. and many special courses at Springfield, NYU and George Williams. President, North Texas Industrial Recreation Assn. Served nine years with the YMCA.



JUNIOR DIRECTOR **Dean Moneymaker**
Recreation director, International Shoe Co., St. Louis, Mo., since 1950. A.B. degree from Missouri Valley College and 3½ years Law at St. Louis Univ. and Benton College of Law. Past president, YMCA Athletic Assn. Newly elected member of NIRA Board of Directors. Hobbies are athletics and recreation.

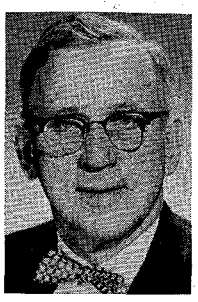


Officers and Directors – 1958-59



TREASURER **Frank Davis**

Manager of Lockheed Employees' Recreation Club, Lockheed Aircraft Corp., Burbank, Calif., for the past 18 years. Previously served as a NIRA board member and vice president before election as treasurer last May. Davis gives freely of his time to help promote and encourage youth sports activities as well as leadership in California recreation.



RESEARCH DIRECTOR **Harry D. Edgren**

Professor of Recreation Leadership at Purdue Univ., LaFayette, Ind. National program director of the U.S.O. from 1943-46 and Fulbright Professor to India in Group Work and Recreation 1954-55. More than 34 years experience in physical education and recreation. In fourth year as NIRA's director of research.

Region III—Midwest



SENIOR DIRECTOR **Walter Dowswell**

Recreational director, Motorola, Inc., Chicago, Ill. for the past 10 years. A past president of the Greater Chicago Industrial Recreation Council. Completing first term as member of NIRA Board of Directors. Elected in 1957. Hobbies of people and all sports fit in perfectly with his recreation duties at Motorola.



JUNIOR DIRECTOR **Charles Haggerty**

Supervisor of recreation, Ford Motor Co., Dearborn, Mich., and all continental U. S. branch plants since 1954. First served Ford in employee services department, switched to recreation in 1953. Coached high school and college football and basketball for 12 years, also ran own business. Newly elected board member.

Region IV—South

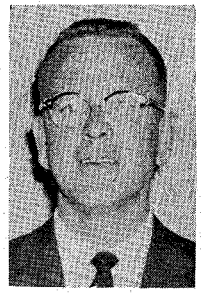
SENIOR DIRECTOR **G. M. Matlack**

Recreation coordinator, Aro, Inc., Tullahoma, Tenn., since 1954. Previous industrial recreation experience with several other firms, B.S. degree from North Carolina State College. Served as national chairman for NIRA's first Fish-A-Rama for Industry held in September. Completing first term on NIRA Board of Directors.



JUNIOR DIRECTOR **C. E. Barnhart**

Athletic director, St. Regis Paper Co., Pensacola, Fla., since 1948. Previous recreation experience with Columbia (Mo.) City Recreation Dept. Attended Univ. of Missouri. While director, St. Regis Paper became first major industry in Florida to sponsor Little League baseball. Elected to Board of Directors this year.



Region VII—West



SENIOR DIRECTOR **Charles G. Boyle**

Chief, personnel activities and services administration, Northrup Aircraft, Inc., Hawthorne, Calif. Graduate, Loyola Univ. (Calif.) with industrial relations major. More than 16 years in industrial recreation. Vice president of NIRA, 1951-52. Owns a cabin cruiser and serves with the US Coast Guard Auxiliary.



JUNIOR DIRECTOR **H. S. Naish**

Chief of employee services and safety, Convair, Pomona, Calif., and director, Convair Recreation Association. Played varsity sports at Fordham Univ. Five years as high school coach, director of Armed Forces Olympics in the Philippine Islands, and seven years as director at Convair. Newly elected NIRA Board member.

Region VIII—Canada

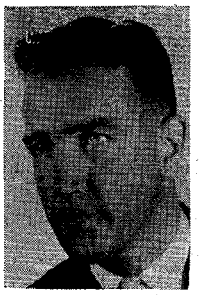
VICE PRES., SR. DIR. **William A. LaBute**

Employee activities supervisor, Automatic Canteen Co. of Canada, Ltd., Scarborough, Ont. With 20 years in community and industrial recreation, has also served as part-time instructor on industrial recreation at Univ. of Western Ontario. Elected to NIRA Board in 1955, vice president in 1958. Has worked with Boy Scouts, 25 years.



JUNIOR DIRECTOR **Michael J. Dore**

Recreation supervisor, Avro Aircraft Ltd., Toronto, Ontario, since 1955. Previously spent three years on the Employees' Representative Committee of Avro's recreation program. Five years in Canadian Army as Regimental sports director. Elected first Junior Director of NIRA's Region VIII, formed in 1956.

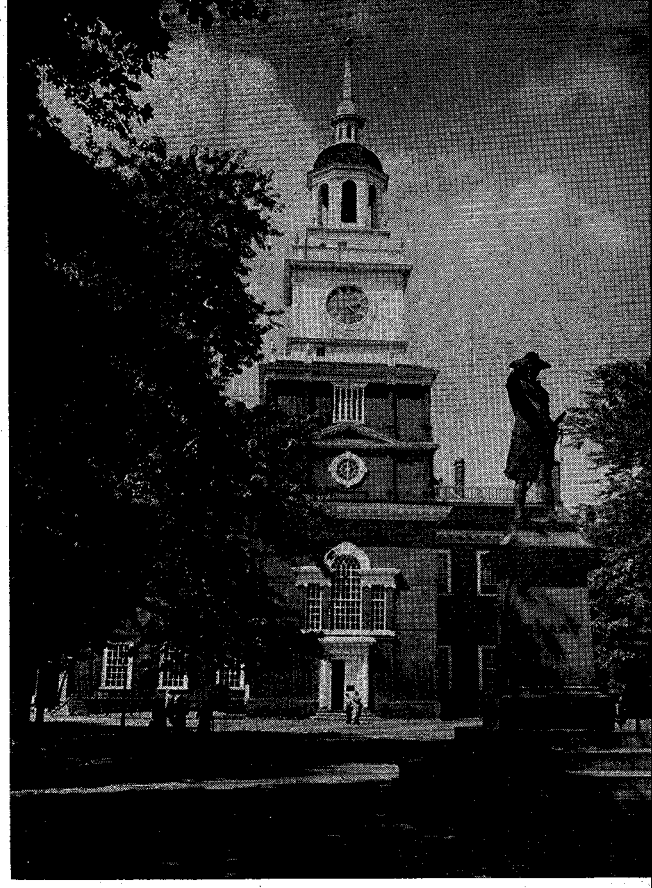


DELEGATES ! !

- Panel discussions with recreation directors from all over the nation bring out new ideas and the latest trends in industrial recreation.
- Problem solving clinics conducted by leading recreation authorities help you improve your company program.
- Demonstrations of various activities and tours of actual facilities are entertaining and enlightening.
- Exhibits of the latest in recreation equipment and services assist you in making wise purchases.

EXHIBITORS ! !

- Establish new accounts and renew old ones in the $1 billion industrial recreation market. Listing of all delegates will be mailed to each exhibitor.
- You are included in all meetings, tours and special functions at no extra charge, insuring you of 12 hours direct exhibit time and a chance to meet everyone in attendance.
- Booths range from $145 to $200 including sign, panels, chairs, table, general lighting and janitor service. For additional information, write NIRA.

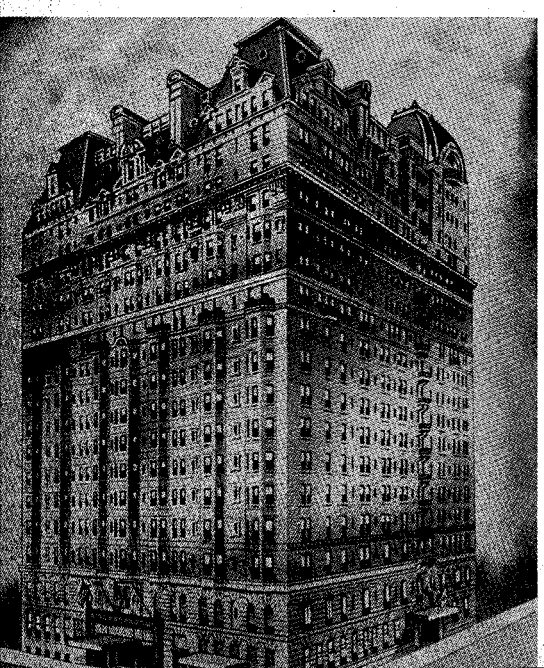


It's Philadelphia in '59

for the National Industrial Recreation Association'

18th ANNUAL CONFERENCE AND EXHIBIT

BELLEVUE STRATFORD HOTEL, May 24-27, 195

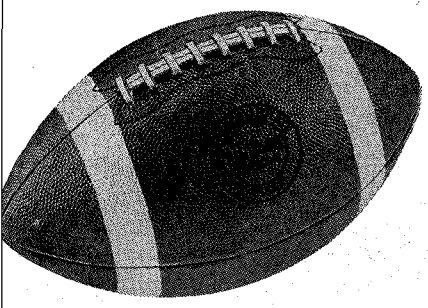


Additional information on key speakers, panel discussion topics, tours and specia functions will be forthcoming soon, but make your plans now to attend the on national conference on industrial recreation. Registration fee of $35 ($40 fo non-members) includes all sessions, the Sunday reception, Monday, Tuesday an Wednesday luncheons, Tuesday tour and the Wednesday banquet and floor show In addition a special program for the wives (registration $15) includes the re ception, tour, banquet and special activities for the ladies. Don't miss this oppo tunity to learn new methods, solve your most perplexing problems, benefit fro an exchange of ideas and enjoy a pleasant four days in the "City of Brother Love." For advance registration, write NIRA, 203 North Wabash Avenue, Chicag 1, Illinois, c/o D. L. Chancellor, Conference Registrar.

you'll hear more soon, but PLAN NOW TO ATTEND

Wilson RUBBER COVERED FOOTBALLS

...ops for feel and sure ball han-...ling. Absolutely waterproof and ...rtually scuff and puncture proof! ...lodels for all levels of play.



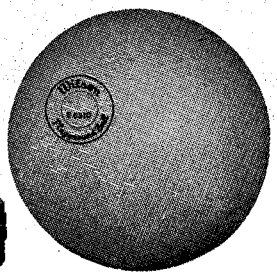


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Finest volley balls on the market today! 18-panel rubber cover for perfect feel and endurance. Totally waterproof.

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New stippled cover gives easier surer gripping. Available in a complete range of sizes. Colors: Red, blue, orange, green.



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Performance—Playability—Economy!

You get more play per dollar when you buy Wilson Quality Rubber Covered Athletic Balls. Built for better play as well as greater durability, they thrive on punishment, come back for more year after year. All are official weight and shape. Best of all there's a Wilson ball to fit your budget in every field of play!

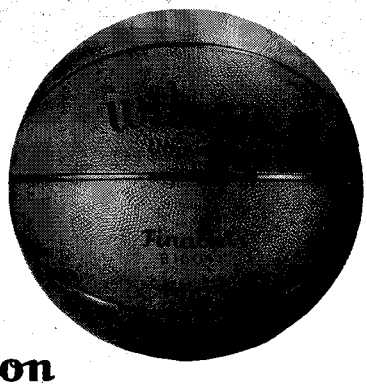


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Send for FREE illustrated pamphlet showing complete ...ine of Wilson rubber covered athletic balls.

PANEL I

The Organization and Administration of Employee Recreation Associations

CHAIRMAN: Charles H. Cunningham, Coordinator of Employee Activities
U. S. Department of Agriculture Welfare and Recreation Association

THE DE-CENTRALIZED EMPLOYEE RECREATION ASSOCIATION

GEORGE BENNETT, Secretary, Airco Association, Air Reduction Co., New York, N. Y. (Panel Summarizer)

The Airco Association, Inc., is a recreation program for the eight thousand or more employees of the Air Reduction Company organization throughout the United States and Canada. The purpose of this recreational program is to create a spirit of good fellowship and morale among the co-workers and to let them have the feeling that they are part of the Airco family.

You recreational directors who have the good fortune of having your personnel together in one area do not have quite the same problems as we have in our organization. The size of the groups vary greatly, so that in some cases they are composed of only six members whereas in the larger units there may be as many as five to seven hundred employees. These plants and offices are located in one hundred twenty-five different points throughout the United States, and a few in Canada.

In 1929 we had a recreational program for our employees in the metropolitan area established and maintained by the personnel themselves. It was the feeling of management at that time that they wanted to extend the benefits of this program to all the personnel. How was this going to be done? After very careful study, we came upon the principle of using the fraternity or sorority operations with which you are no doubt well acquainted. We established a National Association with headquarters in New York consisting of a Board of Directors and then underneath the charter, created several chapters throughout the country.

When an employee first goes to work in any of our locations, he is given a kangaroo folder which tells him about the Company's group insurance, retirement plan, and the stock plan. On the opposite side of this kangaroo folder is a pocket for the Airco Association. In that pocket is a letter of welcome from his co-worker, who is probably the president of the local chapter, and a booklet on "Let's Get Together with Your Airco Association", plus a copy of the official magazine, "Airco Tank Talks". Shortly after receiving this material, the chapter president or some other individual delegated by him, calls the new employee and tells him about the Airco Association. He then takes out membership, if he so desires, which costs $2.00 per year. That money is held in the local chapter treasury, together with money obtained from vending machines, to help towards some social activity such as picnics, dances, bowling, etc. The Company, in addition, makes another contribution of approximately $3.00 per employee on the payroll, on the local management level. The National Association also pays out a good will dividend at the end of each year, based upon the activities of the group during the previous calendar year.

It is the responsibility of the National Association to stimulate interest in order to keep this program alive. The Secretary, which office I hold, has a staff of five people to assist in carrying on the program. "Airco Tank Talks", the official publication, is sent out from the National Association in bulk to the chapters who distribute it to members in good standing. Personnel who have retired from the Company are given life membership in the Association and receive the magazine direct by mail.

In order to stimulate membership in the chapters, we have two membership awards which are presented to the chapters: one for 100% and the other for 90%, based on six months' membership. It is necessary to reapply for these awards every six months.

Once a year we run an inter-chapte bowling tournament by mail and th being the twenty-seventh year, it ha proven very satisfactory.

The Secretary and the Assistant Se retary spend a portion of their tim in the field, visiting these various cha ters and holding conferences wit chapter officers. The operating cost o this entire National Organization i borne by the management of the Ai Reduction Company, who feels that th money invested has been very helpfu in building morale and bringing th entire Airco family closer together.

We are proud of our record as w have over 91% of our employees a members of the Association in loca tions where we have chapters.

As an integral part of the Nationa Organization, each chapter is an inde pendent and equal unit within the As sociation, working within the genera framework set up by the By-Laws o the Corporation, with complete contro over its affairs. Run entirely by em ployees, on an entirely business-lik basis, including a budget, there ar executives, officers and committees o different activities.

FINANCE

M. FORREST BRIDGES, Genera Manager, Union Bag-Camp Ath letic Assn. Inc., Savannah, Ga.

Most of the Employee Recreatio Associations derive their income fro dues, vending machines and compan contributions.

The dues in our own organizatio are as follows:

1. Athletic Dues—50¢ per month.
2. Medical and General Membership
   (a) Males single $1.25
   (b) Males married 1.50
   (c) Females 1.25

The Athletic Membership include all phases of our athletic progra such as basketball, boxing, bowlin softball and others. It also includes a

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our social functions, such as dances, nners, picnics and etc. The medical d dental membership dues covers e members for complete medical and ntal care, for married males it also vers the wife for medical and dental rvices and their children between the es of 6 and 18 years for general edical care. Our total revenues from ies amounts to approximately $35,-00 per year.

Income from vending machines me from sales of soft drinks. We ve approximately 100 soft drink nding machines throughout the ant and offices, from which we re-ive a substantial amount of our an-ual budget.

From the operations of our cafe-ria and canteens we receive an nual rental of $6,000 per year.

The Company contributes $9,600 r year toward the expense of print-g our monthly magazine "The Di-ster". The only other contribution we k the Company to make is $1,500 nually to help defray the expense of r annual banquet or picnic.

Another source from which we metimes receive revenue is the sale advertisements in a program for a ow.

The above are the main sources om which we receive most of our oney to carry on our program.

MEMBERSHIP DRIVES

ARREN WALLGREN, Personnel ssistant, Theo. Hamm Brewing o., St. Paul, Minnesota.

A membership drive takes effort—ordinated effort. The foundation of is effort is planning. A membership ive does not start and end with it-lf. Rather it is the culmination of one ase of planning and the beginning another. To illustrate, I have chosen x key words: PROGRAM — PRO-OTE — COMMUNICATE — SELL - ADMINISTRATE — SATISFY. ose key words represent areas of ef-rt related to the membership drive. l six are inter-related. None can work one; none can be eliminated.

ROGRAM

Determine what it is and set a price on it. You must have a product to *sell.*

ROMOTE

Enlist the cooperation of management and union leaders. Brainstorm ideas for approach to potential members. Exalt the benefits but be honest. Offer an immediate inducement to buy a membership, such as a contest or social event. Show proof of previous years' records.

COMMUNICATE

First, make sure the leaders involved in running the drive are well informed. Present the story to potential members on a well-timed schedule using bulletin boards, displays, company organ, club newsletter into the home. Establish deadlines for your working force.

SELL-DRIVE

Set the drive for a ten-day to two-week period. Some of your written presentation is timed for this period. Place it at the point of purchase. Concentrate personal contact. *Ask* for the membership.

ADMINISTRATE

Secure proper methods. Keep membership records accurately accounted. Keep abreast daily of the flow of membership during the drive. Report the results at the earliest possible time. Pre-punched tabulating cards are recommended for use as application forms. One payroll deduction of dues is suggested. Issue membership cards as early as possible. Move right into the program of activities. Require proper reports of participation, expenditures. Attempt to work ahead 6 months to 1 year.

SATISFY

If the job is done well, you won't hear much about it. If you have programmed well, if you have promoted with imagination and if you have properly informed leaders who get an honest story across; if you sell hard, if you administrate thoroughly and if you satisfy the members' expectations, you will have Handled the Membership Drive this year—and next! These are the "Bear" facts!

RECORDS

ROBERT DELIUS, Recreation Director, Tennessee Eastman Co., Kingsport, Tennessee.

At one of our conferences, the subject of "record keeping" was discussed. One of the recreation directors present exhorted loud and long on the folly of such practice. The next year he quickly retracted all of his previous statements. It seemed that management had asked him to justify costs, and he had nothing but memory to back him. As a result of this particular incident, he immediately set up records that left nothing to guess. Certainly management is entitled to know what they are getting for their investment. Management does not like answers such as "I believe" or "I guess". They could not operate their business if this was the answer they received from their accounting department. A simplified card system listing all of your activities to be posted by the staff member in charge as to attendance and number of hours participated in can be readily recapped, mimeographed, and distributed monthly to those who should know about your operation. Figures would accumulate to show a complete year's operation. Graphs are very informative to those who do not have time to analyze figures.

Records are necessary for intelligent budget operation. Starting a program, a lot of guessing would necessarily have to be done. A year's operation should cover all phases of your operation. You now have an indication of things to come. You don't want to spend all of your money before the year is out, so a yearly estimate, broken down as to the cost of each activity, subject to a review about every three months should give you a fairly accurate picture of how you stand money wise. Posting of checks written against budget figures will immediately indicate how you stand.

Records of receipts from vending machines, newspapers, etc. show whether sales are up or down, totals and percentages.

Clubs in your program need to keep records so your budget committee can make decisions.

Sport participants should be furnished with a recap of pertinent information.

Membership records are very necessary. Machine accounting can assist you. Why go through the process of yearly solicitation for membership when you can have a so-called "captive" membership by having your members sign up with the understanding that new memberships will be issued year after year until canceled. An employee number can be printed on the membership card for handy references. If family membership cards are issued, this number could also be used as their identification. IBM can easily print membership cards. A record of lost passes, arranged numeri-

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cally and available when passes are checked at events, spot any unauthorized pass holders. In the case of employees' children's passes, indicate the month and year of birth. This information can be used around birthday times and at special age group activities, etc.

Coded interests on a questionnaire could be mailed to each employee's home, and returned checked as to the family interests. Key punched IBM cards from this survey make it very convenient to have a list of all those interested in any one activity.

Some method has to be adopted that will enable you to give a satisfactory reply as to whether facilities will be available for different groups and activities. Records save embarrassment. Such a schedule can conceivably be used instead of a card file for posting participation.

Work schedules must be set up so that employees of your Recreation Department will know, as far in advance as possible, when they will be calle on to do certain jobs. If you have quit a number of volunteers, this same ide could apply to them.

If you will keep your managemen informed on all phases of your pro gram, the job of trying to sell them o the idea of new equipment, facilitie etc. will be much easier. Do not be su prised if they approach you first tel ing you that records indicate that ne facilities or equipment should be in stalled.

PANEL II

Recruiting and Training Paid and Volunteer Leaders

CHAIRMAN: Mel Byers, Employee Services Supervisor
Owens-Illinois, Toledo, Ohio

SUMMARY

Recruiting, developing and holding good leadership is our greatest task. The recreation director from the outset must realize the importance of good leadership. The director must be a specialist in the field of leadership training. The good leader needs very little assistance from the recreation director and the director should refrain as much as possible from injecting himself into the program.

It is natural for the director to give more attention to the things that he likes as an individual and knowing this, precaution should be taken to avoid favoritism to any one activity.

It is my contention that a good recreation system should be a training school and will contribute to better employees because of the training received. We are positive that with the right type of training, our volunteer leaders gain a considerable amount of education in the fields of communications, selling, purchasing, supervising, public speaking, budgeting, advertising and general business practices. Our experience has been that 50% of a leadership training group develops to the point of successful operations and are soon chosen for better jobs in the company.

To entice volunteer leaders and to keep them progressing can be done only through efforts put forth in crediting them in every conceivable way. Publicity—the pat on the back—has kept more leaders going at top speed than any other media including pay. Developing prestige for the leader may be second in importance and recording his accomplishments is of the utmost importance. If he serves well as a leader, it should be recorded on his personal history record.

A good program attracts both volunteer and paid leaders. Consideration and praise spurs them on. Training encourages greater challenges and self-development makes all-time boosters for your program and company.

R. P. CURRY, President—Convair Management Club, Convair, Fort Worth, Texas.

1. Selection of good leadership is your responsibility—the success or failure of your program depends on how well you do your job.

2. You as a director will be reflected by the people you select.

3. Five guideposts to insuring good leadership:

a. Organization — Know clearly the extent of the job to be done.

b. Selection — Select person you believe can do it better than you.

c. Building Desire — Enthusiasm is contagious—a leader is of value for what he can get others to do.

d. Directing—Stay in the background, do not mold everythin to your way of thinking. Direc don't lead.

e. Maintaining Interest — Recog nition, praise, accomplishmen pride in achievement. Back u your leader's judgment.

DAVID CHAPIN, Manager, Activ ties and Services Division, Th Equitable Life Assurance Society New York, N. Y.

At Equitable, finding employee within the company who have had ex perience in leading an activity an who would be willing to volunteer thei time was simplified about two yea ago by a Personnel Information Que tionnaire. It was completed by all pre ent employees and by every new em ployee when he starts work. On section of this questionnaire is devote to recreational interests in which th employee states his first, second an third choices as to his interests i activities. The information on th questionnaire is punched onto an IBI card and when we want to find nam of employees interested in a particula activity we simply have an IBM ru made. These people are then contacte by a bulletin or letter in which w state our contemplated program and i which we announce an organization meeting. At such a meeting we a

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ble to cull out those individuals who ave had previous experience and following this meeting we personally contact these people. We then try to pick ut the employees, who along with xperience in the activity, indicate me ability to lead, those who will not e too socially distant from the people ho participate in the activity, those ho are likely to be understood and spected by the group and are not arrow-minded or biased. Through is procedure we have been successful in obtaining necessary leaders to rganize and carry out the programs uring the first year. In subsequent ears we attempt to have leaders for ie particular activities selected from ie groups themselves, often times by ieans of a slate prepared by the past ear's officers.

It is difficult to secure volunteer aders for certain types of duties inolved in conducting the recreation rogram. For instance, many compaies report poor success in obtaining olunteers to officiate at athletic ames. We find this true at the Equitable. Employees have also been reluctnt to volunteer for such routine tasks s typing, record keeping and other aper work. There seems to be a genral feeling that management should e willing to provide paid personnel handle these details. In the light of is factor it is recommended that volnteers not be asked to serve as refrees for athletic games or to do routine ork that might be handled by secreurial help. Have only those tasks of a ore challenging nature delegated to olunteers and better cooperation will esult.

Generally it is desirable to rotate olunteer leaders at least every two ears. There are exceptions, however, uch as with volunteer athletic coaches ho, because of experience gained ach year, are hard to replace. The ost important consideration is what ffect his serving as a volunteer has on is job with the company. After all, his rimary responsibility is to his job and nterference with the performance of is job by activity work should be kept t a minimum. We have experienced ie fact that longevity on the part of a olunteer leader makes for stagnation nd/or the formation of cliques. It locks the path for the development of ther volunteers. It also results, many mes, in the loss of interest on the part f other members in the group.

Perhaps the most common type of in-service training provided exclusively for volunteer leaders is that designed for the training of new officers and the members of the board of directors of the employee recreation association. The purpose of this training is to familiarize these people with their duties and responsibilities. In many companies a handbook is provided and distributed to the new association officers and board members to serve as valuable reference material for use in the in-service training program. In addition, frequent meetings with the paid activities staff and the volunteer leaders are conducted to acquaint these leaders with company policy regarding activities, budget appropriations, equipment purchases, schedules, programs and publicity. At these meetings it often is helpful to have past volunteer leaders present to explain problems incurred and to bring forth suggestions for improvements.

Our experience has been that leaders selected from the employee groups themselves provide the most able leadership inasmuch as they have a personal interest in the success of the activity. Their experience in the activity together with the assistance of the activities staff and past leaders of the group make for a most successful program.

JIM BERNARD, Recreation Director, Temco Aircraft Corporation, Dallas, Texas.

In selecting volunteer workers for our various activities, a careful survey is made of the individual as to his personality, interests, available time, company standing and leadership ability. After he is accepted by the commissioners' staff, he is given a copy of the company policies pertaining to employee activities and given instruction and training on procedures and policies. The person selected will serve as Junior Commissioner of an activity for one year. At this time he will be dropped or made a full commissioner depending on the progress and promotion of his particular activity.

In selecting paid employees the following pre-requisites are important:

1. Education, preferably a degree in the field of Recreation.
2. Experience in the field.
3. Personality fitting the profession.
4. Leadership ability.
5. Belief that all activities are equally important.
6. Belief and enthusiasm in the profession.
7. Willingness to cooperate with superiors and laymen.
8. Civic minded.
9. Willingness to spend long hours on the job.

After selecting a paid employee for recreation work, he is placed on the job training, working under an experienced man until such time as he becomes familiar with the particular job involved.

MARY SMITH, Commissioner of Women's Activities, Convair, Fort Worth.

Outside Assistance in Obtaining Professional Leadership for Women's Activities: There are many sources of obtaining professional leadership for women's activities. The one most widely used is in personal contact with the many community activities such as: Women's Clubs, Church Activities, Charity Organizations, School Functions, etc. The leaders must be sincerely interested in social activity in order to make a success of a woman's group; when this is the case, obtaining professional leadership is no problem.

How to Obtain Volunteer Leadership in Women's Programs: A large number of women's clubs owe their existence to the work of women who undertook to carry forward the work without compensation. There are many volunteers in the recreation programs; however, qualified volunteers are not so numerous as one might expect. It requires effort to select them and carefully adapt them to the service they can best perform. Not all volunteers are sincere and dependable even though they may be otherwise qualified. Usually they do not enter the work with the same attitude as paid workers. In fact, the lack of dependability is one of the weakest elements in the system of volunteer leadership.

As a rule, volunteers have specialized in certain fields and are accustomed to supplement the work of regular leaders.

Very often a volunteer may not be interested in the general program but will find special features such as music or dramatics in which she is well qualified to help. One should always be on the lookout for people with special interests and qualifications who can enrich the program along particular lines.

Do Women Accept Paid Leadership More Readily Than Volunteer: I believe this particular subject

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depends entirely on the matter where leadership is requested. Many women do not care to *give* of their time, they feel there are more important things than women's programs, however, if they are approached with the idea of paid leadership, many are more than glad to help.

Then there is the woman who sincerely desires the opportunity to give of her time to any organization and would not take pay if it were offered. It has been my experience to find that women are sometimes embarrassed at being paid for leadership whereas they will happily accept a small gift.

How to Stimulate Leadership From Within Women's Groups: In order to stimulate leadership it is necessary to sustain interest within the women's group. It is wise to ask ques tions concerning what would be c most interest to the group in questior In so doing, the ladies that come fort with the most suggestions, will mak good leaders and will readily accep leadership if asked.

Competition is a good stimulant fo any activity, as it tends to hold interes at a high level. The women's group i no different in this respect.

PANEL III

Staging Special Events

CHAIRMAN: Oskar Frowein, Recreation Republic Aviation Corp., Farmingdale, L.I., N.Y.

EMPLOYEE HOBBY SHOWS

VERNE VAUGHT, Recreation Director, Continental Steel Corp., Kokomo, Indiana (Panel Summarizer)

The values of an employee hobby show are numerous: it provides a chance for self expression and recognition, it is wonderful for improving community relations, and it offers opportunity for people to become interested in a hobby. For example: at our last hobby show, our theme was "Everyone should have a hobby—what's yours?" Signs with that slogan were all over the place.

There are many ways of staging an employee hobby show; from using a corner of the plant cafeteria (where other employees can see the exhibits laid out on tables) to using a large hall downtown where the general public can see the exhibits arranged in booths.

Some companies give prizes, using two divisions, creative and collective, and have a judging committee of spectators who vote and drop their vote in a box.

At our plant, our exhibitors voted to dispense with prizes, as they thought very few people were qualified to judge hobbies. They were afraid that someone might have an exhibit that took a lot of time and talent but might not be as flashy as another that did not take so much time or talent to make.

Our show was held in the YWCA gym on a Friday evening, Saturday afternoon and evening, and Sunday afternoon. Our people stayed with their exhibits at all times to explain their hobbies and talk with the people.

Let me repeat one word—"RECOGNITION". We found our people were very proud of their exhibits and were very happy and eager to show them to other people.

By the way, our show was open 16 hours and we had over 1500 people in to see it—an average of over 90 people an hour.

The success of our hobby show was due to the work of our "Committees" who started working three months before the show.

Steering Committee — composed of the chairmen of all of the other committees and the recreation director.

Arrangements Committee—This committee had the job of locating a place to have the show. They placed the exhibits and helped each exhibitor to set up.

Decoration Committee — This committee decorated the building, also helped each exhibitor with their decorations.

Publicity Committee — this committee got out posters, worked with the newspapers, radio and television people.

Because so many hobbies are family affairs, we tried to make our show a family affair. We also tried to give our show a "county fair" atmosphere with a lot of color, and music in the background.

Some things we plan to do next year are:

1. Register all visitors.
2. Have entertainment at differen times by employee groups and fami lies.
3. Flower show included (Garde Club).

SPECIAL EVENTS FOR RETIREES

CARL KLANDRUD, Supervisor Personnel Service Section, Allis Chalmers Mfg. Co., Milwaukee Wisconsin

The Allis-Chalmers Retirees hav three special outings each year:

1. The annual picnic held in July.
2. The Christmas Party held a wee before Christmas.
3. Big league baseball game late i the month of May.

The picnic is the time when th wives are invited. The turnout for thi event will number between 600 an 700 with the average age at 72. I looking for a place to hold the picni the following items are investigated:

1. Hazards and a shelter in case o rain.
2. Close supply of drinking water.
3. Traffic problems.
4. Plenty of shaded areas.
5. Transportation.
6. Toilet facilities.
7. Food and methods of dispensin of food.
8. Starting and quitting time.
9. Old time music.

The first picnic that was held fo the Allis-Chalmers Retired employee was in 1950. The place selected was

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ood shaded area about a 15-minute ide from the Allis-Chalmers Club-ouse. Game equipment was brought long but no program scheduled. At he end of the day upon questioning me of the members we were con-inced they had a good time. We tried sum up what we had done that had leased them and we came up with he following conclusion. We left them lone! The main thing they wanted to o was renew acquaintances. The only ame equipment that was used were ards. The Allis-Chalmers orchestra urnished the music and they played he oldest of old tunes, music they emember from their younger days. Records are used when the orchestra s not available.)

Since this first picnic about the only hing that we added in activities is ingo and top management also puts n an appearance. This game is played y the wives for about one hour in the niddle of the afternoon. We now have ur picnic start at 10:00 in the morn-ng and end about 3:00 in the after-oon. This puts the activities and the oing to and from the park when traf-ic is at its lowest peak. We have been ortunate to have had no accidents but e always have a nurse and several eople along that have first aid train-ng.

In dealing with retirees we find it is est to repeat programs, like starting nd ending at the same time, holding he picnic the same day of the week nd making a very limited number of hanges. The various committees may ot be too active but we give them lenty of recognition even though most f the planning is done by the Recrea-ion Department. We have all members ear committee badges.

We use the same thing in deciding n the Christmas party and the annual aseball game. We use buses going to he ball park that take the retirees as lose to the entrance as possible and ave seats so there is very little climb-ng and close to toilet facilities.

BLOOD REPLACEMENT PROGRAM

MILTON A. STEWART, President, Convair Recreation Association, Fort Worth, Texas.

Convair Recreation Association's lood Replacement Program provides helping hand when need for blood is eyond the resources of the family.

The Program is designed to assist a Convair employee, and/or members of his immediate family.

When an employee needs blood, the matter is discussed with his supervisor, who contacts the Welfare Commissioner at the Employee Service office.

When a sufficient number of donors have volunteered, appointments are made to replace the blood.

If the appointment is made during working hours, the Convair Recreation Association reimburses the blood donor for time lost, provided that the lost time is within reason.

The employee punches his time card out, and in when he returns to work, and punches a blank card showing time out and in. He fills in his name, department and clock number, rate of pay, and gives the card to his supervisor.

The Convair Recreation Association does not pay for blood used or guarantee its replacement.

Blood is something every one has yet it is very costly to replace.

At Convair we feel that in giving blood for any employee or his family, our people are brought closer together if for no other reason than it saves them money.

SPORTS AWARD BANQUET

C. E. BARNHART, Recreation Director, St. Regis Paper Company, Pensacola, Florida

During the various sport seasons of the year at St. Regis Paper Company in Pensacola, it is customary to close out each season with a sports award banquet. Such a banquet accomplishes many things:

A. Ends the season on a note of convivial good fellowship.

B. Provides an opportunity for the participants to meet socially as well as competitively.

C. Provides an opportunity for the company officials who are unable to participate in the sports program to get together with the employees and reaffirm the company's interest in the recreational program.

D. Provides an excellent atmosphere in which team and individual awards and trophies can be awarded.

Banquet costs are included in the annual recreation budget which is provided by the company. No fees of any kind are assessed the participants. Each individual sport has its own officers, who in addition to other duties, plan and arrange their own banquet program. The recreation director provides the necessary awards and trophies along with taking care of publicity in local paper and company house organ. Entertainment is usually from the plant.

GROUP PURCHASING

GEORGE KALMUS, Secretary, Teletype Club, Chicago, Ill.

A. Group Purchasing Activity Limited to:

1. Christmas Stores—2 months of operation
2. Garden Stores—4 months of operation
3. Theater Parties—All year
4. Sales of special items—All year
5. Publication of discount house list —all year

B. General Set-Up of Stores:

1. Space provided by company—4 locations
2. Help provided by company
   a. Staff of Manager, asst. manager, man power commissioner
   b. Clerks who volunteer to work during lunch hours
3. Cafeteria style of operation
4. Centralized purchasing by club secretary
5. Markup of 10% on wholesale prices
6. Expenses incidental to running of stores
   a. Rental of cash registers
   b. Purchase of scales, paper bags, twine, tags, etc.
7. Profit for Christmas Party for kids and Picnic

C. Christmas Stores:

1. Open in November and December
2. $76,000 gross in 1956—$64,000 in 1957—per capita approximately $15.00
3. Breakdown of items sold in 1957
   a. Toys—$27,500
   b. Candies and nuts—$4,300
   c. Christmas wrap—$539.00
   d. Electrical Appliances—$9,700.00
   e. Christmas Cards—$1,200.00
   f. Dry Goods—$12,300.00
   g. Christmas corsages—$246.00
   h. Baked goods—$750.00
   i. Jewelry—$2,900.00

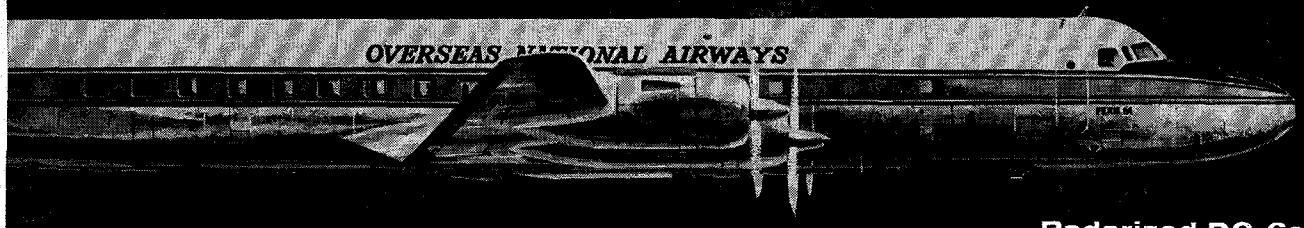
D. Garden Stores:

1. Open in Spring and Fall—2 months each season
2. Gross in 1956—$26,000—1957—$34,000
3. Breakdown of items sold in 1956
   a. Fertilizer—60 tons or 1200 hundred-pound bags
   b. Flats of flowers—700

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ONA CLUB FLIGHTS

BRING ALL EUROPE WITHIN YOUR TIME AND BUDGET RANGE



Radarized DC-6s

Sample Club Tour #2
Two weeks visiting

LONDON
PARIS
THE RHINE
HEIDELBERG
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LUCERNE

Club Flight *plus* this First Class Club Tour for only $489 per group member

Time-saving, money-saving CLUB FLIGHTS open up a new world of vacation opportunities . . . even groups with two-week vacations and limited budgets can now tailor their own exciting European holidays! Britain and the Continent are just hours away via luxurious new DC-6 Clubliners, fully air conditioned and pressurized, with spacious custom interiors, Douglas dependability, delicious hot meals served by three experienced stewardesses. And charter travel costs to the Continent via ONA will save your group ⅓ to ½ over Economy air fares! That's why in the past 12 months, ONA has operated more than 350 transatlantic Club Flights.

CLUB TOURS, an additional service of ONA, can also handle every detail of your arrangements abroad. Whatever your plan—a comprehensive tour of one section of Europe or a visit to the highspots of as many as five or six countries—Club Tours has the facilities and the experience to ensure a perfect program.

*ONA WINS SAFETY AWARDS

National Safety Council Award of Honor goes to Overseas National Airways for 100% safety record for past 8 years . . . 25 million miles of over-water charter service.

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See Your Travel Agent or

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c. Potted plants—2,000
d. Various items—garden tools, lawn mowers, carts, hoses, fungicides, bushes, trees, etc.

4. Accept orders on larger items, e.g., power mowers

. Group Purchases of Tickets—Theater Parties:

1. Teletype Club day once a month
2. Program varied to suit all tastes
   a. Symphony
   b. Ravinia Summer Festival
   c. Rodeo
   d. Plays
   e. Sportshow
   f. Baseball games, hockey, horse show, etc.

F. Sales of Special Items:

1. Any merchandise that can be purchased substantially under cost.
   a. Cook books
   b. Dictionary
   c. Candy and flowers for Mother's day, etc.
   d. Sunglasses
   e. Tribune Chicagoland Maps
   f. Sport Sampler

G. Discount Houses:

1. Annual listing of stores willing to offer group purchasing privileges to our employees upon presentation of company identification card.
2. Store's reputation checked by Better Business Bureau.
3. Permission in writing from store to include name in such a listing.

H. Advantages and Disadvantages:

1. Valuable space in plant tied up by stores
2. Requires considerable labor during working hours
3. Convenience—allows employees to shop on lunch hours
4. Savings to employees
5. The one activity which attracts as close to 100% participation as possible

ANEL IV

Employee Travel Clubs

HAIRMAN: Ben M. Kozman, Activities Manager
hompson Products Inc., Cleveland, Ohio

INTRODUCTION
by Panel Chairman

We who are charged with operating ctivities and recreation programs for ur companies are continually hearing bout and seeking "well-rounded" programs and rightfully so. Many companies have had travel clubs and travel groups for several years . . . some of hem started their travel programs nore than fifty years ago. However, ravel for employees received its real mpetus a comparatively few years ago nd now it is a vital cog in a large umber of employee recreation programs . . . but thousands of companies, arge and small, still are on the outside ooking in as far as travel is concerned. There may be reasons why many have ot included travel in their programs, ut in casting about for an answer I an't, for the life of me, find any reaons for not having a travel club or a ravel program.

Not only is travel educational and roadening, but it is a valuable link in he company human relations program f which employee activities and recreation is a vital part.

To assist member companies with heir travel problems, an NIRA Travel Council was formed in Chicago last anuary. Members of the Travel Counil are appointed officers and directors f NIRA, along with carriers, tour oprators, travel agents, convention and visitors bureaus, hotel and resort owners, and other members of NIRA who are vitally interested in developing and furthering travel in industry. The objectives at that meeting are the same today—they were and are—

1. Through the combined efforts of a Travel Council, it is hoped we would be able to develop a travel manual, literature and a film service for our members, thereby increasing the number of companies with travel clubs and travel programs.

2. Find the best method of operation for NIRA to work in conjunction with NIRA members in the travel business or any business allied with travel.

3. Put together some type of recommended plan to assist our company members in their choice of tours, carriers, hotels, etc.

4. Finally—the mechanics by which we can do these things.

Needless to say, we are still groping for the answers to these questions. To give you an idea of the scope of travel programs in some of our member companies, we have asked those seated at this table to briefly discuss travel as it affects their programs.

H. B. AITKEN, Employee & Community Relations, General Electric Company, Cleveland, Ohio

We in the Lamp Division of General Electric got our feet wet in this travel business last summer when we ran a two-week trip to Europe. We filled 154 seats of our quota of 195 in two chartered planes with our own Lamp Division employees, pensioners, and members of their immediate families. Then we opened the trip up to families of other General Electric companies in the East. One plane left for London directly from Cleveland; the other from New York. Once abroad, our people had their choice of either taking one of two land tours of the Continent, or else striking out on their own and joining the return flight from Paris.

The trip was so successful that there never was any doubt that we would have to plan another trip or trips this summer. So we laid plans for a similar two-week European excursion which included London, the Netherlands, Belgium, western Germany, Switzerland and Paris. Besides this, we planned a lengthier, more leisurely three-week tour which also took in Italy and the French Riviera. Each tour was to accommodate 74 persons.

To take care of requests from many of our employees who were clamoring to go someplace other than Europe, we set up a one-week trip to Nassau and a two-week tour of the Caribbean Islands. **These tours are not charter flights.**

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All our trips are sponsored by the Nela Park Travel Club. The Lamp Division handles the details in arranging and administering the trips, including the choosing of a travel agent, collecting funds, handling publicity, and answering questions. **(I'm convinced we need a full-time person just to answer questions, they come so thick and fast.)** All our trips are scheduled during the plant shutdown during the last two weeks in July.

Our three-week European trip filled up fast this year. However, the two-week trip lagged from the very beginning. As of May 1, it was only half-full, so we had to cancel it. We gave the persons who had signed for it the choice of either joining the three-week tour or else joining a similar two-week jaunt sponsored by our G.E. operation in Schenectady.

The failure of our two-week trip taught us this: you can't run two trips that will compete against each other. We think the trip fell through for several reasons: (1) People hesitated to spend $630 for a two-week tour of Europe when for only $130 they could get another week and see so much more; (2) the two-week trip had no repeat appeal for persons who had taken it the year before; (3) the general business recession scared out many middle income families who might have considered the two-week trip, but not the three-weeker; and (4) we didn't promote the tours in our employee publications as enthusiastically as we did last year.

We don't think the matter of promotion is so important the second year as the first. After you have "sold" the idea of group travel the first time, subsequent trips will ride on its momentum. For instance, our three-week trip went like wildfire this year—even with little promotion. I doubt if the two-week tour would have gotten off the ground even if we had given it the hard-sell technique. But it's vitally important that you promote like blazes the first year—for that will make or break future trips.

We still have a lot to learn about running vacation trips. But we're convinced they're a good thing. We plan to continue them. In conclusion, let me list several reasons why we think travel is a new and valuable addition to our recreation program:

1. Through travel, we are able to reach a group of employees we otherwise would not be able to. Our traditional activities, such as bowling, softball, golf, etc., provide outlets for only a percentage of our personnel. Travel gives us a chance to extend our contact to an entirely new circle of employees.
2. Travel is an ideal "social leveler." When members of top management are included on the same trip with hourly employees, a healthy spirit of camaraderie and closer kinship results.
3. Employees get a chance to visit foreign countries—a chance they wouldn't otherwise get without benefit of lower group rates provided by a company tour.
4. The opportunity for travel is an added job benefit. It helps to give employees a greater appreciation of their jobs.

KAY COLBORN, Area Coordinator, Out-of-Hour Activities, New York Telephone Co., New York, N. Y.

Our employees work in buildings scattered throughout Manhattan, Bronx, Westchester and Rockland Counties. Our service is around the clock, seven days a week. Therefore, we are unable to have an organized Travel Club with monthly meetings.

The Telephone Company does not underwrite any of the costs on these trips. We have to do a good selling job by making these trips attractive. We notify our employees by giving each one a flyer, explaining the cost and itinerary of each trip.

The travel part of our program started when we sponsored a weekend trip to Atlantic City. This trip was so well received that we have continued offering other weekend, and some one-day trips. At the beginning of this year, we branched out into longer trips. In January, we offered an eight-day trip to Miami Beach. In February, 76 of us went on an eight-day cruise to Bermuda and Nassau. We planned these trips for the early part of the year. During these months we usually run into a surplus force condition.

This year, so far, we have sponsored 15 trips with 2,000 participants. Many of our people would not have an opportunity of visiting these places if it were not for the reduced rates we are able to offer. The girls look forward to these trips. It proves an excellent way for management and non-management people to get to know each other better, away from the job. This part of our program has proven to be one of th best morale builders we have yet found

ALBERT W. SMITH, Secretary Bird Club, Inc., Bird & Son, Inc. East Walpole, Mass.

The idea of adding Tours to the lis of Bird Club activities was first pro posed in 1953. With a small but suff cient number interested, a club counc member volunteered to be chairma and get things started.

The first trip, May, 1954, was to Boston museum, purposely planned t take only a few hours and be inexper sive. The second trip was an all-da tour of historical points of Boston. W are located only 15 miles from Bostor but there are so many famous histor cal spots in and around Boston tha many of us who have lived nearby a our lives haven't yet had time to se them all. On both trips a prize wa given for the best picture taken.

Other successful tours were mad that fall. The committee received ex traordinary cooperation from chamber of commerce and others.

The committee is allowed $150 year to be used at its discretion. Sinc trips must be planned well in advance a list of possible tours is prepare early in the spring and sent to all clu members. They check the ones the would like the best and return the lis to the chairman.

Families and guests are permitted t go on the trips. They pay full costs while club members pay a special clu rate. An insurance policy covers all o the tour.

The longest trip in 1956 was to Ne York City. Transportation was ar ranged with a representative from th railroad. A special car was attached t a scheduled train. Hotel rooms were re served well in advance. A few of th problems a tour chairman has to con tend with are: last-minute cancellation or decisions to go after all; hotel roor assignments; attention seekers who ar always late.

A trip to Washington, D. C., fron April 18-22, 1957, was first propose in June, 1956. A great deal of wor went into its success with about 4 taking the tour.

Hotels are helpful in arrangin sightseeing trips and will get tickets fo shows or sporting events. The com mittee must know how many of a kinds of tickets to get well in advance Limit the choice of evening events t two to help keep the group together.

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Whenever possible obtain a special ate for your group. It is also advisable) add about 50 cents to the package rice for a contingency fund.

. A. ETTEL, Director of Em-loyee Services, Northwest Air-ines, Inc., St. Paul, Minnesota

. Travel Clubs are understandably ifferent in transportation industries, especially airlines).

1. Employees enjoy both free passes and substantially reduced rates.
2. On most trips, therefore, it is practical only to fly.
3. Increasing number of reciprocal free pass and reduced rate arrangements with other aircraft carriers.
4. Space available arrangement makes airline employee group travel difficult.

. Major objectives of Travel Clubs re similar to other industrial Travel lubs

1. Fun and excitement of group travel.
2. Handling of details such as travel and hotel reservations, baggage, meals, sight-seeing, and the like handled by group leader or travel agency.
3. Universal appeal to both sexes, all ages, and all classifications of employees.
4. Cultural, educational, recreational and morale building aspects.
5. Meeting of new friends, and getting to know old ones better.
6. Development of better appreciation of peoples in distant areas of our own country and deeper understanding of our international friends and neighbors.

. Types of group travel programs we ave had:

1. Groups of employees from Twin Cities to cities having major league baseball and/or football.
2. Employee softball team members, spouses and children traveling to cities wherein we operate, to play employee teams in such cities, often in connection with and as part of planned employee picnics.
3. Bowling team matches between employee teams at different locations on our system.
4. Small groups of employees and families fishing and sightseeing in Alaska.
5. Small groups of employees visiting New York, Chicago, Washington and Hawaii.
6. Small groups of employees attending hobby shows, art exhibits, rifle matches and the like.

JOHN C. DOYLE, General Supervisor, Employee Activities, Eastman Kodak Company, Rochester, New York

Our most important change in travel movements has been the switch from railroad to chartered buses. The eastern railroad with which we must deal has eliminated special trains and the 300-party rate, has refused to add additional cars to existing runs or to reserve cars for you. The net result is to force a 25-party rate on you, make you depend on finding enough seats on the existing trains, and prevents your party from riding together.

This has forced us to run our excursions with chartered buses. This, in addition to being cheaper transportation, allows you to select any assembly point that you wish, and to deliver your people directly to their destination, eliminating baggage transfer or taxis. The running time of our trips, to date, have compared very favorably with that of the railroad trips, in some cases they have been much faster. Existing thruways have been used and provide very comfortable riding. Comfort stops have been no problem by staggering the stops each bus might have to make.

Our schedule this year includes four three-day excursions. The first, over the Easter week-end was to Toronto, Canada, the second over the Memorial Day week-end to New York City, the third over the Fourth of July holiday to Boston, Mass. and the final over the Labor Day holiday again to New York City. In addition, we have planned several one-day excursions. On Sundays, one trip will go to Cobleskill and Cooperstown, New York. The first is the location of Howe's Caverns and the second the home of baseball's Hall of Fame. The second trip will be to Niagara Falls. If the demand is great for either trip, additional trips to other places may be quickly organized. In the fall, we will have a football excursion to see one of the better college games.

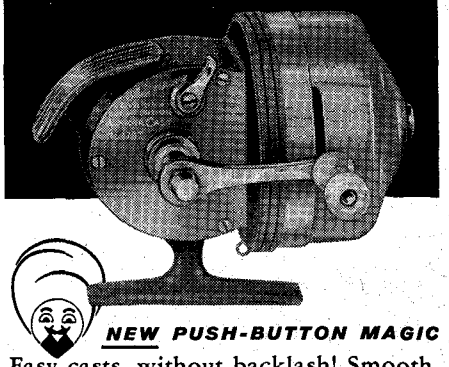
These trips do require prior planning and work, but a lot of the work can be done for you by your local travel agency. His commission will be well earned by the arrangements he can make for you with the hotels for special prices and blocking out of rooms, sight-seeing carriers, night

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NEW LEVEL-WIND
NEW MICRO-DRAG
For Easy Casts! Extra Power!



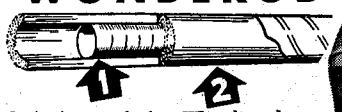
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NEW PUSH-BUTTON MAGIC

Easy casts, without backlash! Smooth, foul proof, level wind retrieve . . . instantly adjustable, full circle, fish saver MICRO-DRAG . . . all are combined in this rugged powerful push-button reel, built as only Shakespeare's extensive engineering and manufacturing facilities can build it! No.1797 push-button Wondercast in new golden bronze finish, factory filled with approx. 90 yds. 12-lb. line. $24.95 *(Other push-button reels from $16.50)*

Shakespeare
DOUBLE-BILT©
WONDEROD



Only in a tubular Wonderod do you get such fish fighting power. *Double-bilt* with (1) a reinforcing glass fiber cylindrical wall inside and (2) thousands of parallel glass fibers on the outside—that's Shakespeare's patented Wonderod process. Try No. 1579 2-piece push-button Wonderod 6′, 6′6″, choice of actions, $17.95

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continued from page 21

clubs and restaurants, plus the large amount of paper work that will give you the complete package.

In addition to the actual travel movements, one of our most popular clubs at Kodak is the Travel Club. This consists of members and their families who like to see the photographic results of other employees' travels. Any employee who has taken pictures on his or her travels, and thinks the pictures are good enough to be shown at one of the meetings, is given the opportunity to show his slides or movies before a screening committee and gives the commentary in his own way. If accepted, they are then scheduled.

In the nine meetings of the Club this past season, from September through May, the club members, via film, have traveled from New York to Britain, Europe, the Middle East, the Pacific Islands, including Japan and Hawaii, Mexico, the U. S. West, and finally Florida, Cuba and Nassau.

Each meeting in our Auditorium has been jam-packed and has proven to be one of the most popular family programs that we have ever had. With the children gaining knowledge in an easy manner, the parents, many of whom have no intention of traveling may enjoy the sights and experiences of their fellow employee. In addition some of the commentaries have been priceless, and if put on television would crowd Ed Sullivan back to Wednesday nights. You don't have to be in the photographic business to have a travel club on your program. You're in for a pleasant surprise if you'll just give it a whirl.

PANEL V

Music and Dramatics in Your Program

CHAIRMAN: Bert Granville, Recreation Supervisor

McDonnell Aircraft Corp., St. Louis, Missouri

INTRODUCTION
by Panel Chairman

In line with our theme, "Music and Dramatics in Your Program", we will have the panel present activities as they are practiced by their company.

In St. Louis we have a long-standing record of music in our community background. Featured are: Operas, Show Boat, Barbershop Quartettes.

We found that in this music-minded community, by parents attending with the family, children become interested very young and better learn to understand and appreciate its meaning.

Our industry sought and found a way to reach families through music:

A. Choral Group
   1. Practice after hours
   2. Present to employees during lunch hours and give musical shows annually. Their most recent project was "Of Thee I Sing". They also sing for patients at local hospitals.
   3. At a recent civic Jubilee, they joined with 10 other companies in an "Industry Day" music presentation.

B. Orchestra
   1. Plays at picnics and other company functions.

C. Theatre Guild
   1. Variety Show
      a. Plan to use own people for makeup, props, costumes and as performers.
      b. Present program every other year.

Finally, as a special treat, take participating employees and family on a back stage tour of outdoor opera.
   1. Sit in on rehearsals
   2. Take along own box lunches

CHARLES G. KEEFE, Director of Associate Activities, John Shillito Co., Cincinnati, Ohio.

Our department store in Cincinnati employs 3,000 people normally and 4,500 at Christmastime.

Our Christmas caroling is traditional. Three weeks previous we call for singers and generally 20 respond. We have six practices from 9 to 9:30 A.M. The accompanist is a company department head and the director is a company employee who also directs a church choir. During the Christmas season we carol on seven floors of the company. The schedule is printed in the company paper.

JOHN JONES, Polymer Recreation Club, Polymer Corporation, Sarnia, Ontario, Canada.

We find that 90% of people like music in one form or another. Some can't bowl or play ball, etc., but when you get a group of people together around a piano and start singing, it's not long before everybody is joining in to enjoy singing. Music is one language everybody understands.

ORGANIZING: The first thing to be done is to get a committee together to explore the possibility of forming a group, once this is done your next step is to have an organization meeting of the group, there you can discuss ways and means.

FINANCE: Now we know we have no money to start with, so that will be one of the important things to discuss. Maybe your company has lots of money, so you are all set to go, but what about the small recreation clubs who have a limited budget to work on. We at Polymer started out with two hundred dollars, at that time we only had about five hundred members paying a dollar and half per year, this was matched dollar for dollar by the Company. This gave us a start, we bought sheet-music with this money.

DIRECTOR: A Director is one person we have to have if we are going to do anything. When we mention a director, we have visions of big salary. This is not so. You may find a man in your firm who would like to do this sort of work for a hobby, and it's surprising what you find when you start to inquire around the plant. We ran into two trained musicians. One was a choir leader in a Church, the other was a highly trained instrumentalist. He volunteered. Now we were all set to start singing. We pay him $500.00 a year.

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TYPE OF MUSIC: I think we ıould start out with some nice light ıusic, something that is not too diffiılt. If anything heavy is put in front f a new group they are soured off at ıe first practice. You must remember ıese people are not trained singers. ome can't read music but they love to ng. So they come out to have a good ng-song. Again I say, let's start with ısy numbers, something they can arn in a hurry and then be able to ng at the Company Picnic or Christıas Party.

COMMUNITY RELATIONS: The lee Club could make tape recordings, r live performances for Christmas oncerts and also sing for charitable rganizations. They could also organize nall singing groups within the club so ıat they could arrange a program on ıort notice for company affairs such s employee dinners, Foreman's Clubs, et-togethers, etc.

DRAMATICS IN INDUSTRY

I think dramatics in industry is a ood thing for people who can't sing. gives them a chance to show what ıey can do. This can be tied up with singing group in the form of Operttas which are lots of fun. Of course, ıere is a lot of work to do when you re choosing a musical play.

1. CHOOSING PLAY:
It is most important to go over five or six plays, and read them over carefully, checking to see how much chorus work there is, solo work, etc.
2. ACTING PERSONNEL:
You have to find out if you have enough people with dramatic ability to fill out your cast. This is where non-singing groups take part. You have to watch that you don't take too many leads from the chorus; this would weaken it.
3. PRODUCER:
Now we come to a producer. This is an important job, one that should not be taken lightly. You should pick a person who has had some experience in dramatics and who is willing to devote a lot of time to the production.
4. STAGE DIRECTOR:
A stage director has a vital role in any production and should be chosen with a great deal of care. You need a person who is easy to get along with, but a person who is firm in his dealings with the cast. If he allows everybody to dictate to him, he loses the respect of the group.
5. MAKE UP CREW:
This again is a most important group and again your non-singing group can take part. You will find a lot of people who are interested in make-up, painting sets, wardrobe, lights, tickets, advertising. Once you have all of this, you are all set for your production.

OPERETTAS: The past two Springs we have presented the operettas "Naughty Marietta" and "Student Prince". We also had a variety show with local rented costumes. We sold 3500 tickets to 2600 employees at $1.50 and cleared $200.00.

WALTER REICH, President, Jersey Standard Club, Inc., New York, N. Y.

At Standard Oil of New Jersey in New York we have 4000 employees who belong to the Recreation Club which was formed some 35 years ago.

A $3.00 membership fee (annual) in the Recreation Club entitles employees to participate in singing groups. We use the same outside director employed by several industries in the area. At times U. S. Rubber and Standard Oil combine efforts for a single event.

Standard Oil presented a concert for employees May 27th at 6 P.M. Employees work from 9 A.M. to 4:45 P.M. and because many live far from downtown, there is no need to go home with a 6 P.M. starting time.

The singing group presents a Christmas Concert in the company building and for some institutions.

THOMAS P. SHANAHAN, Recreation Unit, Ford Motor Co., Dearborn, Michigan.

The primary idea to help get a new drama group started is to begin the acting program at the first meeting. The idea is to eliminate the need of memorizing lines and create a situation plot—where the characters know only what is to be accomplished.

They use their own words, follow no set sequence of speaking and react naturally to what the other characters say.

Simple example: shoe salesman and woman shopper who tries on ten pairs of shoes and buys nothing.

These little "situations" can be easily created and even new members will create them on the spot at the first meeting. The use of props which are handy should be encouraged.

This skit idea gets a club busy right away with the specific reason they are organizing.

L. E. LUEDKE, Employee Welfare and Recreation Supervisor, Milwaukee Gas Light Company, Milwaukee, Wisconsin (Summarizer).

Requests by members of NIRA for information on the field of music and dramatics in the industrial program initiated the organizing of this panel for the first time at the NIRA convention. We found that not many companies have programs at present, however, those that do are happy with the results and foresee a bright and lucrative future for musical and dramatic programs in business and industry. The panel found the following benefits do exist in the music programs: The first benefit is in employee relations; for here they have the opportunity to participate or act as spectators. It also opens up a field for those not equipped physically for athletic competition. It tends to encourage better company-family relationships for it brings them together more often.

The second benefit would be in public or community relations. Music would be instrumental in making others happy; pride, again, enters the picture because someone heard or saw your company perform.

And, thirdly, the group contributes to those less fortunate, without need, in this instance, for reaching into the pocket for monetary gifts.

Another point in favor of music could be broken into two thoughts—one is that anyone able to talk can be taught to sing or act or play. And music is flexible, for it can be had at prices to suit any budget.

In problems that were solved or brought to light, the chief concern was with costs. We learned that wardrobes are generally rented. Props and make-up are self-made and directors, in most instances, are church organists and are paid in annual fees.



IT'S

Philadelphia

IN '59

18th Annual Conference and Exhibit

National Industrial Recreation Association

Bellevue Stratford Hotel, May 24-27

PLAN NOW TO ATTEND

Christmas Parties for Employees' Children

CHAIRMAN: W. H. Edmund, Recreation Director
Goodyear Tire & Rubber Co., Akron, Ohio

SELECTION AND PURCHASE OF CHRISTMAS TOYS

FRANK A. DAVIS, Manager, LERC, Lockheed Aircraft Corp., Burbank, California.

The surest way to start off wrong is to believe we are experienced toy buyers. It's a specialized and tricky buyers market.

1. Buy early for better selection and price. In fact, now is the time not only to think about it but to purchase. (May)
2. A suggestion to remember—you are buying a toy to ages 5 or 6; and from 6 to 10 or 12 it should be more of a gift.
3. Stretch out your age ranges to provide larger volume of purchase to lower cost per unit.
4. Safety is most important—arrows, knives, darts and any toys with points should be avoided, particularly those with rubber caps. Instead of a toy you have a weapon.
5. Be particularly careful of foreign-made toys because of toxic paints and dyes that are used. You are much safer with American-made toys because of stringent laws governing this situation.
6. From a storage standpoint, it is a good idea to keep the size of your selections small.
7. If you have a toy selection committee, keep it small. It is better for all concerned if the staff makes a preliminary selection and committee members choose from this selection.
8. Know your dealer. This is very important. Insist on an early delivery date, and follow up consistently with your vendor. Some of the finest toy manufacturers and vendors are here with us and have excellent displays. One of my many purposes in attending this conference is to visit with the toy vendors and thoroughly discuss our toy purchases. I am sure they will do as good a job for you as they have for me in the past.
9. We have found it advisable not to wrap the toys. To give them unwrapped saves considerable time and money—also, wrappings thrown around by the children create a fire hazard.

SAMPLE PROGRAMS

M. F. NEWBOLD, Director of Personnel Services, The Vendo Company, Kansas City, Missouri.

Good committee planning is the foundation in building any successful party. See that a good committee is appointed several months in advance to assure a successful party. We should consider the following items:

A. Selecting Committee Members
What qualifications are required of a committee member?
Is there balance in the group?

B. Proper Timing
A proper time and place should be selected to assure us of a good attendance. Time should be convenient to the majority of the members.

C. Central Location
With minimum of outside distractions.

D. Good Publicity (Communications)
Let your people know far enough in advance when the party will be held, the place and time. Due to the busy holiday season, families are beginning to schedule their time because of churches, schools and clubs that give Christmas Parties during the season. Through good publicity and communications, you will find your group scheduling their time to allow their children to attend the company party.

E. Assign Responsibilities
Once a committee is chosen they should have the authority to make decisions. Committees should be appointed to cover each phase whereby there should be no overlapping of responsibilities, thereby creating good committee relationship.
Various Committees to be appointed:
Steering Committee—composed of a general chairman and at least two other well-qualified people—experience helpful, willingness essential.
Publicity
Decorating
Props
Gifts—Santa's Helpers
Entertainment
Budget
Refreshments

Recognition to the committees and committee members for a job well done—verbal at the time of the party or picnic and a short note to each after the affair—is important.

SAMPLE PROGRAMS

ROBERT F. JANES, Business Manager, The Chance Vought Club, Inc., Dallas, Texas.

We hold our show in an auditorium that seats 4,200 with 30,000 people attending seven performances, usually on the Saturday before Christmas.

Our special Christmas entertainment lasts a half-hour and it takes 30 minutes to distribute the toys. All in all we give out 20,000 toys which are brought in by truck the night before.

On our IBM card system we have each child's age and sex, one through eleven years.

Toys are distributed at eleven windows located on stage, a window for each age. As each child comes on stage, he receives a Christmas stocking.

Usherettes and helpers are dressed in costume and plenty of clowns are on hand to distribute balloons and candy.

EARLE R. WOODHULL, Wage & Salary Administrator, Lukens Steel Co., Coatesville, Pennsylvania.

Employee activities at Lukens Steel Company are directed by four organizations. Three more or less define their responsibilities by the name of the group:

Lukens Band—Formed in 1911
Lukens Athletic Association—Formed in 1942

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Lukens Chorus—Formed in 1951

The fourth is the Lukens Veterans uild, which just celebrated its twen-eth anniversary. To be eligible for iembership, an employee must have least 20 years of continuous service ith the Company. The membership at ie present time totals 1250.

All of the activities of the above roups are financed by the Company.

One of the activities sponsored by ie Lukens Veterans Guild is the hristmas Party for children and randchildren of Guild members. This as been an annual affair since 1946. s evidence of how this activity has rown, in 1946 we spent approximately 500.00 whereas in 1957 we spent $2000.00 and entertained about 1200 children.

The party is primarily for children 12 years of age and under and is held in our local high school auditorium. There is a half-hour concert of Christmas music preceding the program and while the children are assembling.

The program begins with a reading of the Christmas Story. This is followed by some group singing of the old and familiar Christmas songs. Then there is some form of entertainment, such as a Punch and Judy Show, and finally the appearance of Santa Claus. Santa Claus tells one of the favorite Christmas stories and leads the group in singing several songs. Because of the size of the group, we no longer attempt to have each child present come forward to meet Santa Claus. Instead, the children are divided into age groups and directed to a specified exit where presents are distributed. The presents are made up according to age groups and contain a toy, some fruit, a box of hard candy, and some popcorn. They are in a large plastic or cellophane bag and make a very attractive appearance. We also give each adult in attendance a handkerchief.

The program lasts about one hour. Santa Claus remains on the stage or goes to the lobby of the auditorium to be available for any of the children who want to shake his hand or speak to him. Our experience has been that to make the program a success, keep things moving and try to limit it to one hour.

ANEL VII

Special Clubs for the Small Company Program

HAIRMAN: William Krienitz, Manager, Employee Services
ictor Adding Machine Co., Chicago, Illnois

CAMERA CLUB

LOYD TODD, Recreation Ad-isor, Texas Eastman Company, ongview, Texas.

Camera Clubs are one of the easiest, ast expensive, and one of the most opular clubs that can be formed.

. Why have a Camera Club?

1. Everyone likes pictures. (Likes picture better if he has made it himself).
   a. Immediate value
   b. Historical value
2. Provides associations which encourage photography—and better photography.
   a. Is surprising how much some of our Club members have learned about picture-taking.
3. Provides facilities which the individual will likely not purchase himself.
   a. Rentals

. Types of photography in which we ngage:

1. Snap shots
2. Color
3. Portrait
4. Home Movies
5. Dark room work

. Methods used in instructing club embers:

1. Regular classes for beginners.
2. Classes in Dark room techniques.
3. Lectures.
4. Movies.
5. Periodicals:
   a. "Popular Photography"
   b. "Modern Photography"
   c. Kodak's Handbook

D. Program:

1. Annual contests
   a. Club members
   b. Non-members
2. Club members serve as photographers for Christmas Party, Style Show, dances, barbecues, etc.
3. Club members cooperate with local dramatic clubs in preparing publicity material.
4. Club prepares exhibit of work at County Fairs, hobby shows, etc.
5. Planned trips by Club members to scenic places for picture taking
   a. Mardi Gras
   b. Bellangrath Gardens
   c. Field trips closer to home

E. Some things to watch out for in your Club program:

1. Control your picture contests in such a way that the same persons do not always win the prizes.
2. Set up the over-all program in such a way as to be aimed at the member who is slightly more advanced than the Club average. In this way the beginner will not be completely lost and the advanced member will not be completely bored.

FLYING CLUB

VERN F. PEAK, Director of Personnel Services, Kaiser Steel Corporation, Fontana, California (Summarizer).

A. Organizing

1. K.R.C. Policy—6 interested—12 to form club.
2. Constitution and By-laws.
3. Incorporation.
4. Insurance.

B. Requirements

1. Expense—large initiation fee—costly.
2. Someone of experience.
3. Contact field for qualified instructor (licensed C.A.A.).
4. Twenty hours Ground School.
5. Dues and aircraft rental ($1.50 and $4.00).
6. Social membership — include wives, etc.

C. Kaiser Flying Club

1. One plane from initiation fees.

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2. Cost of operation per hour—$8.00 using an Aeronica.
3. Cost of flying per hour—approximately $5.00.
4. Hours logged each year—approximately 1200.

COMPANY FAMILY NIGHTS

AL OBERGFELL, Director, Vonnegut Athletic and Recreation Committee, Vonnegut Hardware Co., Indianapolis, Ind.

Vonnegut Hardware Company employs a little over three hundred people, of which one-third are women. I believe we have as full a recreation program as anyone can have. We have the usual mixed bowling league—twelve teams, golf tournaments, dances, softball, etc. However, the one thing I want to talk on now is what we term "spectator type" of entertainment.

Within this group we have company nights at our local baseball park, traveling ice shows, touring road shows and our summertime Starlight Musicals. We also charter buses for Chicago for baseball games and to Cincinnati to see Cinerama.

We are interested in aiming our entertainment to the family, so that they can enjoy these things together. The announcements on everyone of these activities are mailed to the homes where the wives may learn about the coming events. Only too often the husband forgets to tell his wife—until it is too late—of these different activities.

We buy only a specific number of tickets and state same on our announcements and inform them that the tickets will be sold on a first come, first served basis. We usually purchase the same number of tickets from the agency and by doing so, we are able to get the best seats possible. Often because of the number of tickets we purchase or because it is a company recreation affair, we are able to get a reduction in prices on the tickets. At the same time the announcements go home, we post brochures which the agency sends to us at principal points around the building.

Another thing to keep in mind is the seating arrangement of your people. Make sure you have your employees sitting alongside their friends. This, if handled properly, can help a great deal in making the evening or event a success.

With this type of "spectator entertainment" we feel we are reaching a group that may not take part in the physical type of activities such as bowling, golf, etc. Then, too, we are bringing the family into our recreational program. These theatre parties, baseball games, excursions, etc., gives us a year-round schedule of events.

COMPANY EXAMPLES

N. H. MOORE, Manager of Industrial Relations & Security, Convair, Daingerfield, Texas.

Our recreation association at Convair-Daingerfield has served the needs of 250 to 400 employees during its nine-year existence. It sponsors both in-plant and out-plant recreation programs. Profits from vending machines located throughout the plant finance the entire program.

An Employees' Council is the governing body of our recreation association. This Council is composed of (1) all officers (elected by the Employees' Council), (2) immediate past officers, (3) all commissioners of activities (who are appointed by the Manager of Industrial Relations), (4) all representatives at large, and (5) all members of the Executive Committee.

Each activity has a commissioner who directs the activities for that particular program. Every effort is made to let employees know that the whole recreation program is for them and is governed by them with little or no company interference.

We have found that the most important factor in the success of our program has been "the selection of officers and commissioners" of activities who were "ON FIRE" with enthusiasm for a recreation program. In turn, these people will pass this enthusiasm on to the employees. It takes a "lot of selling" from key people and management to create and maintain high interest among employees in any kind of program.

Two years ago we leased 5 acres of land on a 2,000 acre lake and developed it into a recreation park which now offers swimming, picnicking, fishing, water skiing and boating. The facilities also include an 1800 sq. ft. concrete slab which is used for square dancing, badminton, shuffle board. Also included is a children's playground fully equipped. This park is open to all Convair families and friends if escorted by a Convair employee.

The problems encountered by small companies in their recreation programs are about the same as with large companies.

The success of any program depends upon the careful selection and election of employees with leadership qualities and enthusiasm for a recreation program.

FRITZ J. MERRELL, Athletics & Recreation Supervisor, Olin Mathieson Chemical Corporation, Pisgah Forest, North Carolina

There are about as many types of special clubs which can be included in the small company program as there are sports and hobbies. A club for almost any activity can be organized if as many as three or four people are interested enough.

At the Olin Mathieson plant at Pisgah Forest, North Carolina, we concentrate our efforts on the more popular activities such as bowling, softball, baseball, golf and archery. One reason for this is that we feel we reach more people either as participants or as spectators. Another reason is that many of our people already belong to community organized clubs such as the Little Theater, bridge clubs, sewing clubs, church choirs, stock investment clubs, Toastmasters Club, etc. It is not necessary that we duplicate these activities but if the demand were great enough to warrant the organizing of a new club we would certainly put forth every effort to help get it going.

I would say this to a small company just getting started: We have found bowling and softball to be our most popular activities. Both men and women, both old and young, can participate in a bowling league. Any number of teams from four on up can be included, and with the handicap scoring system all compete on a near-equal basis. As for softball, fewer people care to play but a great many enjoy watching the games.

We sponsor archery, although we do not have a company club. There is a club in our area to which many of our employees belong, and we allow them to use our facilities. If we organized our own club, we would weaken both groups, and also miss a chance for good community relations. This is not true with every type of club, since in some instances it is necessary to limit membership to your employees.

Instead of organizing or sponsoring clubs, we often hold clinics and sessions of instruction for employees and their children in the hope that they will learn the fundamentals of a particular activity to use as they see fit

PANEL VIII

Operation and Maintenance of Industrial Parks, Pools and Centers

CHAIRMAN: Hewitt B. Gomez, Director, Ethyl Recreation Association
Ethyl Corporation, Baton Rouge, Louisiana

PICKING A SITE FOR A RECREATION AREA

BILL HENSEL, President, Mainliner Club, Inc., United Airlines, San Francisco, California.

We in the Club had been on the hunt for the last six years. In looking for a suitable place we had to keep in mind the fact that our members are scattered over a 60-mile radius. We looked at place after place that was in easy traveling distance for all people concerned but found that the price was too high or that there wasn't a good water supply at hand. We can pass on some problems to you. These were important obstacles to overcome.

In looking for a site to use as a recreation area, you face many important problems.

One is your financial status. What can you afford to pay for a site?

Another is location. Is it readily accessible to your members and their families?

Another is sewage. Are facilities available?

Another is size. Is it large enough to take care of your present and future needs?

In making plans to purchase a recreation area, be sure and know how much you can spend before you start looking. Then you can contact real estate agents and have them present sites to you that are within your means. In this way you save a lot of time by seeing locations you know you can afford.

Next, check the center of population of your members and try to find a spot that is within easy driving distance. This can also be of help to your contacts in picking out an area that is suitable.

Then you face the problem of water. In a recreation area of any size this can be an important matter. You must have an adequate supply for drinking purposes. Next you will have to think of water for rest room facilities. If you have a swimming pool or two this also means an abundant supply will be needed. Another thing would be a lake or running stream that could be used for boating and fishing. This is a very important necessity.

Next to water you have the problem of sewage disposal. Can it be piped out into a City sewer setup or do you have to put in cess pools and leaching fields. The contour and texture of your ground can be an important factor in this step. Another thing is make sure you have enough facilities to cover your group. Under this, locations of rest rooms is a big help.

The next thing is size. Try to get a place big enough to take care of both your present and future needs. Make sure it is large enough so that you can expand if necessary. Always keep in mind the fact that you very seldom get smaller—you nearly always get larger.

PLANNING CONSIDERATIONS

EDITH MILLER, Supervisor of Activities, State Farm Insurance Cos., Bloomington, Illinois.

State Farm Insurance Companies operates a 33-acre park for their employees. Because this park is operated on a year-round basis, it is necessary for a full-time caretaker to live on the park grounds. Also within this area there are a beachhouse and lounge, 5-acre lake, 20x60 kiddies pool, kiddies' playground, court area with equipment house, large picnic areas with charcoal burners and shelters and two ball diamonds, one being a varsity diamond and considered one of the finest in the Midwest because of its facilities to accommodate visiting major softball teams.

During our peak season we have a park superintendent with a staff of 35 people, who during the remainder of the year are coaches or full-time teachers and our day camp supervisor is a doctor in a psychology clinic doing counseling and guidance work.

When beginning operation, think policies through carefully, for both the present and future, so precedences aren't established that will be hard to change later. Be sure to use your facilities to the best advantage to accommodate employees, their families and friends on a controlled basis, and to set aside certain days a week when no guests are allowed within your park. Have a park committee to establish rules and regulations, such as park admittance rules, cards, beach and court area rules, and then communicate to all concerned through booklets, company publications, fliers, etc. Since it is advisable to have as few rules and regulations as necessary, you still must have some for safety and optimum use by all concerned. It is well worth the money spent to hire enough and qualified personnel to maintain your facilities, for one accident or fatality could do irreparable damage.

For example, our waterfront area, which is one of our most used areas, is guarded by ten lifeguards under the supervision of two supervisors. During our peak periods we have as many as seven and eight guards on duty in the lake area at one time, plus the guard at our kiddies pool. Certain restrictions must be followed to allow for safety, such as, no glass on the beach, children under 8 years of age not allowed in lake area unless accompanied by an adult or have passed their swimming tests, no running on rafts and diving platforms, no beach balls in the water, no gambling or profanity on the beach and other rules that might apply to your particular situations.

Your program should include recreation swimming for the individual and family, parties (moonlight swims if company permits), lessons in swimming and diving for all ages, both class and private, and competitive

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swimming. Our company sponsors quite an extensive instructional water program for children through their day camp in swimming, diving, life-saving, canoeing, and competitive swim team.

To have a satisfactory water program your maintenance is important. It is a capital investment and must be done by qualified people, not amateurs. If amateurs are used, there are books and clinics available for training. Around the first part of April we start preparing our lake (for swimming by using copper sulphate to kill the weed growth); then a few weeks later sulfuric acid is used to bring the pH count down to as near 7.4 as possible (this acid is more satisfactory and much cheaper); then to supplement the acid bi-sulphate powder is used. All this is followed by the use of HTH tablets (chlorine tablets) to kill bacteria. Our kiddies pool uses a filter process besides chlorine since your pH count is higher in small pools. Water samples are taken periodically and sent to the State. After results are received, bulletins are posted for our employees, stating the lake and pool are safe for swimming. In our state a water area is never declared pure.

It is well to evaluate your park each year and this can be done by keeping records on participation, gate-checks and etc.

SWIMMING POOLS

S. W. MILLER, Director, Riegel Community Foundation Inc., Milford, New Jersey.

Our company park has within its boundaries two pools with a sun area, two softball diamonds, picnic area and a large club house. The club house contains a gym, six bowling alleys, a lounge and a snack bar.

Our pools, which are operated during the summer only, have been in operation four years. The large pool is a television shaped pool 150 feet long and 80 feet wide, with the major part of it having a depth of 30 inches to five feet (for family and non-swimmers) and ending with an 11-foot depth in the diving section. Adjacent to this pool is a cup-shaped kiddie pool with a graduated depth from 0-18 inches. Both pools are painted pastel green and have an upright filtering system. The construction cost of these pools was $70,000 and the adjacent beach, $32,000.

To operate our park for the summer season (approximately 3 months) a park manager is hired at the cost of $1,000 for the season. A caretaker is also hired to keep things clean and arrange for parties, etc. at the cost of $1.72 an hour and works about 6 hours a day. Lifeguards are hired for the season at the cost of $600 per guard.

To pay for the maintenance and operation of the pools, season tickets are sold. Family tickets are higher in price than individual tickets. Usually enough tickets are sold to realize a small profit which is used towards repairs and improvements the following year.

COSTS

ROY A. EBBEN, Recreation Director, Kohler Company, Kohler, Wis.

The Kohler Memorial Recreation Center was dedicated and put into operation January 6, 1957. It is used by the Kohler Village, Kohler School District, Kohler Co., and consists of the following facilities:

Theatre—Seating 1,300
Gymnasium—Seating 1,200
Indoor-Outdoor Pool 42′ by 75′—Seating 250
Junior Pool and Wading Pool—Summertime use only
Youth Center—Accommodating 150 children

The building was operated as follows:

Theatre and Gym—Used 9 months of year
Youth Center—Used 12 months of year
Indoor-Outdoor Pool—Used 12 months of year
Junior Pool and Wading Pool—Used 3 months of year

The cost of operating and maintaining from January 1, 1957 to January 1, 1958, was as follows:

Chlorine (Gas)	108.00
Diatomaceous Earth, 2,000 lbs.	350.00
Supplies for Cleaning	1,200.00
Water—3,897,000 gals.	620.00
Electricity—Power	7,000.00
Heating (Gas)	10,461.00
Low Month—August $ 302.00	
High Month—January 1,556.00	
Maintenance Labor	7,000.00
Youth Center Director	5,000.00
Lifeguards	4,400.00
Basket and Locker Room Attendants	2,200.00
Total O&M Cost for entire Unit for 1 yr.	$38,339.00

Maintenance and operation problems due to construction:

1. Insufficient drains in front of our basket room and in pool locker rooms.
2. Insufficient drainage pitch of locker room floors.
3. Rust problem on Pool deck, due to cast iron clean-out. (Plumbing in or around pools must be rust resistant.)
4. Insufficient light at bottom of deep end of pool. (Suggest lights from shallow end be put on bottom of deep end.)
5. Had a bad draft across pool deck. (Corrected by glass wall and door.)
6. Were unable to chlorinate heated H_2O which caused a great loss of heat and H_2O. (Corrected by putting in new lead to chlorinator.)
7. Heat Control—each unit for a recreational center must have its own control. Swimming pool needs more than one.

If you are in the process of planning, be sure you check very carefully on plumbing, heating and air conditioning.

R. G. & E. EMPLOYEES' CENTER AND RECREATION AREA

ARDEN C. HOWLAND, Director Training & Activities, Rochester Gas and Electric Corp., Rochester, N. Y.

Number of Employees—Total 2,450
Number of Employees—
—Rochester Area 2,200

Recreation Area at Jefferson Road —16 acres (of 62) devoted to recreation includes:

A. Club House — redwood siding, arched laminated beam open ceiling construction.
1. Main room about 82′x42′ (will seat 300 for dinner).
2. Downstairs social room 46′x34′ (small bar—beer and pop).
3. Downstairs game room 27′x42′.
4. Locker room, showers, etc.
5. Also, complete kitchen, cloakrooms, etc.

B. Outside Facilities:
1. Lighted baseball diamond.
2. Two tennis courts.
3. Two horseshoe courts.
4. Putting Green.
5. Garden Plots.
6. Parking.

continued on next page

958-59 NIRA

Membership Directory

This directory comes to you as a service of your Association. It is the latest compilation of our rapidly increasing membership. As the only list of United States and Canadian industrial recreation leaders, it has great value. Please treat it as confidential information. Its use commercially is restricted to our Associate and Affiliate members only.

IEMBERSHIP TABULATION

(As of November 1, 1958)

ompany	335
ompany Branch and Division (non-voting)	352
ssociate	29
ffiliate	39
dividual	30
dustrial Recreation Council	15
onorary	2
OTAL	802

KEY TO DIRECTORY

For your convenience, we have broken down the membership by states, indicating the NIRA region by number, and have designated the number of employees by use of the following key:

A—Under 1,000 Employees
B—1,001 to 5,000 Employees
C—5,001 to 10,000 Employees
D—Over 10,000 Employees

Member companies are in bold face type; branch and division members in light face type.

Wherever an asterisk (*) precedes the name listed, that individual is a principal representative of his company and not necessarily the recreation director.

IEMBERSHIP CLASSIFICATIONS

ompany

$25.00	1 to 1,000 employees
$50.00	1,001 to 5,000 employees
$75.00	5,001 to 10,000 employees
$100.00	10,001 employees and over

dividual

$15.00 a year for non-industrial directors who desire embership in the Association.

dustrial Recreation Council

$15.00 a year for cities with organized councils or associations comprised of business and industry.

Commercial

ASSOCIATE (Research) Minimum $250.
This membership entitles you to:
Membership Directory
Directory Listing as an Associate Member
Subscription to Recreation Management Magazine
Use of NIRA Emblem
Reduced rate for Exhibit Space
Special Advertising Rates
Special Research Assistance
Merchandising Mailing Service
Business Referrals
Certificate of Membership

AFFILIATE—$100.00 a year
This membership entitles you to:
Membership Directory
Directory Listing as Affiliate Member
Subscription to Recreation Management Magazine
Certificate of Membership
Special Mailings of Interest

Index of Member Companies

The following alphabetical index of NIRA member companies will assist you in the use of this directory. Letters after each page number indicate the column of that page on which the company can be found. Letter "a" stands for the left hand column, "b" the center, and "c" the right.

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ey — Rec. Dir.

ALABAMA (4)

State Farm Ins. Cos. — *Terry M. Rice
2100 S. 18th St., Birmingham 1
West Point Mfg. Co. — Shelby Kinney
Fairfax Dept. of Recreation, Fairfax
Goodyear Tire & Rubber Co. — *Ed Lytle
Gadsden
West Point Mfg. Co. — Charles Fetner
Lanett Recreation Dept., Lanett
West Point Mfg. Co. — Marvin Reed
Langdale Recreation Dept., Langdale
West Point Mfg. Co. — Robert Crowder
Riverview Dept. of Recreation, Riverview
West Point Mfg. Co. — W. O. Kent
Shawmut Dept. of Recreation, Shawmut
Ford Motor Co., Engine & Foundry Div.
P. O. Box 224, Sheffield — *Worley Mullins

ARIZONA (7)

Motorola, Inc., Western Electronics Center
8201 E. McDowell Road, Phoenix — *Rufus Coulter
Motorola, Inc., Semiconductor Plant — *Vern Sorensen
5005 E. McDowell Road, Phoenix
Salt River Project Emp. Rec. Assn. — W. S. Nelson
P. O. Box 1980, Phoenix
Douglas Aircraft Co. — *B. W. Clawson
Tucson

ARKANSAS (6)

Welch Grape Juice Co., Inc. — *Edward Bogucki
Springdale

CALIFORNIA (7)

Civilan Employees Welfare — *Howard W. Johnson
& Rec. Comm.
Bldg. 62, Naval Air Sta., Alameda
Disneyland, Inc. — *Tommy Walker
Anaheim
Northrop Aircraft, Inc. — Hal Chanslor
500 E. Orangethorpe Ave., Anaheim
Simpson Redwood Co. — *Paul Marshall
P. O. Box 127, Arcata
State Farm Ins. Cos. — *Harold Wilson
1947 Center St., Berkeley 4
Hydro-Aire, Inc. — Personnel Dept.
3000 Winona Ave., Burbank
Lockheed Employees' Recreation Club — Frank Davis
P. O. Box 551, Burbank
North American Aviation, Inc., Atomics Intl.
Box 309, Canoga Park — Harry K. Martin
North American Aviation, Inc., Rocketdyne Div.
6633 Canoga Ave., Canoga Park — E. H. Calkins
Convair Astronautics — *Dan Darrow
P. O. Box 1536, Cooke Air Force Base
H & B American Machine Co., Inc. — *Ed Bright
10117 W. Jefferson Blvd., Culver City
Hughes Aircraft Company — Miss Jackie Schroder
Florence Ave. & Teale St., Culver City
Hughes Products Employees' Assn. — *Sam E. Wandt
11276 Woolford St., Culver City
North American Aviation, Inc., Autonetics Div.
9150 Imperial Hwy., Downey — Cap Best
Kaiser Steel Corp., Eagle Mountain Mine — *A. E. Ruby
Box 158, Eagle Mountain
Douglas Aircraft Co. — Chester Glenn
827 Lapham St., El Segundo
Hughes Aircraft Company — *Tom Anthony
Bldg. 350—M/S 1122, El Segundo
Northrop Aircraft, Inc. — Larry Littrell
2031 Mariposa, El Segundo

A Simpson Redwood Co. — *James Sharpe
2nd & M Sts., Eureka
D Kaiser Steel Corp. — F. B. McVicker
P. O. Box 217, Fontana — *Vern F. Peak
A Kaiser Steel Corp., Fontana Fabr. Div.
P. O. Box 95, Fontana — *E. R. Connelly
C Hughes Aircraft Co., Ground Systems Group
P. O. Box 2097, Fullerton — *P. A. Schultz
D Northrop Aircraft, Inc. — *Charles G. Boyle
1001 E. Broadway, Hawthorne
A Servomechanisms, Inc. — *J. L. Winningham
12500 Aviation Blvd., Hawthorne
A Radio Corporation of America — *H. H. Sheppard
1016 N. Sycamore Ave., Hollywood 38
A Simpson Redwood Co. — *Pat Caldwell
Klamath
A Simpson Redwood Co. — *Bud Parent
Korbel
A Narmco Mfg. Co. — *Bill Berry
P. O. Box 247, La Mesa
Douglas Aircraft Co. — Jim E. Lofein
3855 Lakewood Blvd., Long Beach
B Ford Motor Co., Ford Div. — *Don Olson
700 Henry Ford Ave., Long Beach 1
B Calbank Recreational Assn. — *Raymond Cheseldine
629 Spring St., Los Angeles 54
B Cannon Electric Co. — *Kenneth Arnold
3209 Humboldt St., Los Angeles
A Davidson Brothers — *Douglas Moore
5950 W. Jefferson Blvd., Los Angeles 16
Firestone Tire & Rubber Co. — *E. H. Hunnicutt
2525 Firestone Blvd., Los Angeles
B Goodyear Tire & Rubber Co. — *J. S. Becker
Los Angeles
A Helms Bakeries — Newton E. West
8800 Venice Blvd., Los Angeles 34
Kodak Processing Laboratory — N. J. Moore
1017 N. Las Palmas Ave. — *M. J. Rothenberger
Los Angeles 38
B McCulloch Motors Corp. — Clifford E. Rich
6101 W. Century Blvd., Los Angeles 45
D North American Aviation, Inc. — Kenneth Kellough
International Airport, Los Angeles 45
Owens-Illinois — *Bart Oxley
P. O. Box 3818, Terminal Annex, Los Angeles 54
B Packard-Bell Recreation Club — Marshall R. Collins
12333 W. Olympic Blvd., Los Angeles 64
A Radio Corporation of America — *R. V. Javins
11819 W. Olympic Blvd., Los Angeles
B Ramo-Wooldridge Corporation — *John J. Link
P. O. Box 45125, Airport Sta., Los Angeles 45
A Topp Manufacturing Company — *Alan R. Wagner
5255 W. 102nd St., Los Angeles 45
A Zellerbach Paper Company — *Margaret E. Peak
4000 E. Union Pacific Ave., Los Angeles
A Kaiser Steel Corp. — *R. S. Gill
7301 Telegraph Rd., Montebello
A Kaiser Steel Corp. — *C. T. Wolfe
Napa
A Dorr-Oliver Employees — Harry A. Miller
2900 Glascock St., Oakland 1
B Gerber Products — *R. Nidever
9401 San Leandro, Oakland
D Kaiser Aluminum & Chemical Corp. — *J. A. Wood
1924 Broadway, Oakland 12
B Kaiser Emp. Club, Kaiser Industries — *James R. Lucas
1924 Broadway, Oakland 12
Owens-Illinois — *W. G. Leggett
P. O. Box 1019, Oakland 4
Convair, Div. Gen. Dynamics Corp. — J. T. Schultz
P. O. Box 128, Palmdale
Kodak Processing Laboratory — R. D. Sullivan
925 Page Mill Rd., Palo Alto — *C. R. Antz
A Dow Chemical Co., Western Div. — *D. J. Whitney
Pittsburg
B Convair, Div. Gen. Dynamics Corp. — *H. S. Naish
Box 1011—Zone 3-8, Pomona
B Ampex Corporation — *Kay Karis
934 Charter St., Redwood City
B M-E-L Div., Ford Motor Co., Los Angeles Plant
8900 E. Washington Blvd., Rivera — *Milton Curtis

A Motorola, Inc. — *Casey Koziol
8330 Indiana Ave., Riverside
C Aerojet-General Corp., Sacramento Plants
P. O. Box 1947, Sacramento — *Isabel R. MacKenzie
D Convair, Div. Gen. Dynamics Corp. — *James K. Field
San Diego Div., San Diego 12
C Convair Astronautics Div. 130-50 — *J. R. Mitchell
P. O. Box 1128, San Diego 12
Convair Astronautics, Sycamore Test Site 573-00
San Diego 12 — *Jerry Matson
A Continental Can Co., Inc. — *J. V. Carlson
Russ Bldg., San Francisco 4
B Mainliner Club, United Airlines — *Bill Hensel
International Airport, San Francisco
Owens-Illinois — *Abbott Roberts
P. O. Box 3431, Rincon Annex, San Francisco
B Ford Motor Co. — G. C. Corcoran
P. O. Box 1101, San Jose
B IBM Corporation — *Gavin A. Cullen
855 Lenzen Ave., 2nd Fl., San Jose
A State Farm Ins. Cos. — *William Dunbar
1727 W. 17th St., Santa Ana
D Douglas Aircraft Co. — Kinter Hamilton
3000 Ocean Park Blvd., Santa Monica — L. M. Ash
Douglas Aircraft Co. — Russ Moen
190th St. & Normandie Ave., Torrance
Union Carbide Chemicals Co. — *C. R. Schneider
P. O. Box 407, Torrance
B American Potash & Chemical Corp. — W. H. Landis
c/o Mail Desk, Trona
A Marquardt Recreation Club — *H. A. Fisher
P. O. Box 2013—South Annex, Van Nuys

COLORADO (7)

A Colorado Interstate Gas Co. — *John T. Baker
Box 1087, Colorado Springs
A Timken Roller Bearing Co. — E. M. Siemon
333 E. Filmore St., Colorado Springs
C Gates Rubber Co. — Lloyd A. Smith
999 S. Broadway, Denver
Mountain States Tel. & Tel. Co. — *Miss Mabel Lanning
931 14th St., Denver 2

CONNECTICUT (1)

B Bridgeport Brass Co. — Kenneth W. Beaudin
30 Grand St., Bridgeport
General Electric Co., Cons. Mat. Div. — J. T. Sullivan
1285 Boston Ave., Bridgeport 2
D Remington Arms Co. — C. Keeling
Bridgeport — *A. A. Riehl
A Chesebrough-Pond's, Inc. — *George M. Ullrich
Clinton
A Nationwide Ins. Cos. — Edwina White
261 Skiff St., Hamden
A Colt's Patent Fire Arms Mfg. Co., Inc.
150 Huyshope Ave., Hartford 15 — *Robert C. Tacey
B Connecticut General Life Ins. Co. — *Betsy Hart
Hartford 15
C Royal-McBee Corporation — *Frank A. Strong
150 New Park Ave., Hartford 6
C Olin Mathieson Chemical Corp. — Mrs. Jean E. McCardle
275 Winchester Ave., New Haven 4
Southern New England Tel. Co. — Josephine M. Dooley
310 Orange St., New Haven 6
B Electrolux Corporation — *Harry G. Roos
Old Greenwich
General Electric Co., Trumbull Elec. Div.
41 Woodford Ave., Plainville — Henry Powers
A American Cyanamid Company — *Emil A. Vitalis
1937 W. Main St., Stamford
C Lycoming Div., Avco Mfg. Corp. — Frank A. DeLuca
South Main St., Stratford
C Scovill Mfg. Co. — Fred A. Wilson
99 Mill St., Waterbury 91
B Pratt & Whitney Co., Inc. — H. I. Martin
Charter Oak Blvd., West Hartford
D Hamilton Standard Div., United Aircraft Corp.
Windsor Locks — Arthur Pongrattz

DELAWARE (2)

B E. I. du Pont de Nemours & Co. W. R. Kelk
Louviers Bldg., Wilmington 98

DISTRICT OF COLUMBIA (2)

B Hq. U. S. Air Force Special Fund John G. Tutko
Room 5E 770, Pentagon 25, D. C.
A U. S. Dept. of Agriculture Welfare Assn.
Washington 25, D. C. Chas. H. Cunningham
A IBM Corporation *E. W. Ogram
1818 New York Ave., N.E., Washington 2
Kodak Processing Lab., Inc. J. M. Pope
1350 Okie St., N.E., Washington 13 *D. F. Lawson
B Veterans Administration *Dir., Cen. Office
Washington 25, D. C. Per. Service (055)

FLORIDA (4)

A State Farm Ins. Cos. *Theo. Mitchelson
6400 Atlantic Blvd., Jacksonville 3
Convair Operation, AFMTC *Joe Stevens
P. O. Box 385, Melbourne
Northrop Aircraft, Inc. *Jack Cushman
OMU, Box 338, Patrick Air Force Base
B RCA Service Co. *R. G. Harker
OMU, Box 11, Patrick Air Force Base, Cocoa
Armstrong Cork Co. *Paul F. Mueller
Pensacola
B The Chemstrand Corp. Summers Jarrett
P. O. Box 1507, Pensacola
B St. Regis Paper Co. C. E. Barnhart
P. O. Box 1591, Pensacola

GEORGIA (4)

The Babcock & Wilcox Co. *Ralph Carl
P. O. Box 397, Brunswick, Ga.
Kodak Processing Laboratory D. N. Donaldson
4729 Miller Drive, Chamblee *E. R. Ruckdeschel
A H. W. Lay & Co., Inc. *John Ewing
4950 Peachtree Industrial Blvd., Chamblee
B Ford Motor Co., Atlanta Assembly Plant L. E. Wallace
340 S. Central, Hapeville
Owens-Illinois *W. W. Coleman
3107 Sylvan Road, Hapeville
C Callaway Mills Company *Cliff Kerby
Personnel Office, La Grange
C Armstrong Cork Co. *William Wells
Macon
B Callaway Mills Co. James Ash
Callaway Community Center, Manchester
D Lockheed Aircraft Corp. Bob Martin
Marietta
A Callaway Mills Co. C. J. Hicks
Callaway Community Center, Milstead
B Union Bag Athletic Assn., Inc. M. Forrest Bridges
P. O. Box 570, Savannah
Martha Mills, Textile Div. of The B. F. Goodrich Co.
Thomaston *S. W. Hempstead
C West Point Manufacturing Co. Robert A. Turner
Dept. of Community Recreation, West Point

IDAHO (5)

General Electric Co., Idaho Test Station
ANP Dept., Idaho Falls *D. E. Hardwick

ILLINOIS (3)

Owens-Illinois *R. S. Minsker
Alton
A Barber-Greene Company *Julian M. Heim
400 N. Highland, Aurora
Dynacolor Corporation *David R. Burks
401 Hankes Ave., Aurora
A Stephens-Adamson Mfg. Co. *Wm. E. Cousland
Ridgeway Ave., Aurora
General Electric Co. *W. G. Christiana
General Purpose Control Dept., Bloomington
B State Farm Ins. Cos. Edith Campbell
2309 E. Oakland Ave., Bloomington
B Acme Steel Co. *C. Jordan
Riverdale Sta., Chicago 27
B E. J. Brach & Sons *J. A. Bolger
4656 W. Kinzie St., Chicago 44
Carrier Corporation *W. S. Bodinus
Merchandise Mart Plaza, Chicago 54
Continental Can Co., Inc. *C. E. Cunningham
1819 N. Major Ave., Chicago 39
Continental Can Co., Inc. *J. T. Lask
135 S. La Salle St., Chicago 3
Continental Can Co., Inc. *R. J. Meehan
7622 S. Racine Ave., Chicago 20
A Corey Steel Company Howard E. Whiteway
P. O. Box 5137, Chicago 80
B Danly Machine Specialties, Inc. Joe Corrigan
2100 S. Laramie Ave., Chicago 50
B R. R. Donnelley & Sons Co. John Crnich
350 E. 22nd St., Chicago 16
B Ford Motor Co., Chicago Assembly Plt. Jack Butters
12600 Torrence Ave., Chicago 33
A General American Transportation Corp. *O. K. Edman
135 S. La Salle St., Chicago 90
A Great Lakes Screw Corp. Victor Erickson
13631 S. Halsted St., Chicago 27 *Frank L. Travis
A Guardian Electric Co. Julius Moniak
333 N. Ashland Ave., Chicago *Mason Rowell
A Haber Corporation *Arthur N. Kristufek
864 W. North Ave., Chicago 22
Hotpoint, Inc., Div. of General Electric Co.
5600 W. Taylor St., Chicago 44 *Bruce H. Borland
Illinois Bell Tel. Co. *J. T. Trutter
212 W. Washington St., Chicago 6
Kodak Processing Laboratory W. E. Gray
1712 S. Prairie Ave., Chicago 16 *E. C. Kinney
D Motorola, Inc. Walter Dowswell
4545 W. Augusta Blvd., Chicago 51
B Pure Oil Company *J. W. Rees
35 E. Wacker Drive, Chicago 1
B The Seeburg Corporation *Ralph M. Isacksen
1500 N. Dayton St., Chicago 22
A Thillens Checashers *Melvin Thillens
2351 W. Devon Ave., Chicago
D U. S. Steel Corp., South Works Ray Young
3426 E. 89th St., Chicago 17
B Victor Adding Machine Co. Wm. J. Krienitz
3900 N. Rockwell St., Chicago 18
A White Cap Company *James V. Cox
1819 N. Major Ave., Chicago 39, Ill.
A Ford Motor Co., Chicago Stamping Plt.
1000 E. Lincoln Highway
Chicago Heights *Anthony Nunez
Kimble Glass Co. (Subs. O-I) *F. A. Hesemann
Chicago Heights
A Pure Oil Co., Research Center *H. L. Hemmingway
Crystal Lake
Kleinschmidt Lab., Inc. (Subs. Smith-Corona)
Deerfield *C. T. O'Connell
Kaiser Alum. & Chem. Corp., Dolton Works
Box 156, Dolton *D. A. Vorwerck
C Olin Mathieson Chemical Corp. Francis E. Howell
East Alton
B Wyman-Gordon Co. *James A. Mann
Harvey
Kordite Corporation *Jeremy C. Wellenkamp
500 E. Superior Ave., Jacksonville
A The Frank G. Hough Co. *R. P. Gassler
Libertyville
B General Electric Co. *R. J. Marcus
Morrison
B Abbott Laboratories William Ehnert
14th St. & Sheridan Rd., *Earl M. Bauby
North Chicago
B Keystone Steel & Wire Co. Dean Briggs
7000 S. Adams St., Peoria
B LeTourneau-Westinghouse Co. Jack Sullivan
2301 N. Adams St., Peoria
A Motorola, Inc. *Joe Levang
1400 W. 30th St., Quincy
B Wilson Athletic Goods Mfg. Co., Inc.
***Kenneth R. McCormac**
8840 West Palmer, River Grove
A Owens-Illinois *Samuel Tippin
St. Charles
B Teletype Club George F. Kalmus
5555 Touhy Ave., Skokie
Owens-Illinois *Andy Menzie
Streator

INDIANA (3)

D Delco-Remy Div., GMC *Dale C. Shaffer
Anderson
B RCA Victor Television Div. *Mgr., Plant Per.
1200 S. Rogers St., Bloomington
A Olin Mathieson Chemical Corp. *W. E. Huffman
Covington
D Inland Steel Company M. M. McClure
3210 Watling St., East Chicago
Whirlpool Corporation *D. W. Vaughn
Evansville
A Farnsworth Electronics Co. *Dir. Ind. Rel.
3702 E. Pontiac St., Fort Wayne
A General Electric Co. E. F. Waldschmidt
1635 Broadway, Fort Wayne 2
B The Magnavox Company John R. Stage
Fort Wayne 4 *Geo. D.McClaren
A Tokehim Corporation *David Cunningham
Fort Wayne
United States Steel Corp., Gary Works
Gary Edward T. Mitchell
B Owens-Illinois *W. B. Heraty
Gas City
A IBM Corporation C. L. Brant
P. O. Box 481, Greencastle
B Bridgeport Brass Co. *J. O. McClain
South Holt Road, Indianapolis
Bryant Division of Carrier Corp. *Howard J. Berkel
2020 Montcalm St., Indianapolis
Ford Motor Co., Trans. & Chass. Div.
Irvington Sta., P.O. Box 7606, Richard L. Grubb
Indianapolis
A Indiana Farm Bureau Cooperative Assn.
47 S. Pennsylvania St., Robert Young, Jr.
Indianapolis
A Indiana Gear Works, Inc. Walter Leo Fields, Jr.
1458 E. 19th St., Indianapolis 7
B Indianapolis Power & Light Co. Norman Beplay
512 Electric Bldg., *Roy R. Katterhenry
Indianapolis 6
B Eli Lilly & Company H. W. Bechert
740 S. Alabama St., Indianapolis 6
B P. R. Mallory & Co., Inc. Delbert H. Giffin
3029 E. Washington St., Indianapolis 6
C Radio Corporation of America *T. G. Skinner
501 N. LaSalle St., Indianapolis
A Vonnegut Hardware Co., A.R.C. Alfred Obergfell
402 W. Maryland St., Indianapolis 9
C Continental Steel Corp. Verne Vaught
1109 S. Main St., Kokomo *J. W. Myers
LaPorte Aircraft Div. of Whirlpool Corp.
LaPorte *Robert Burns
B Radio Corporation of America *G. M. Rhetts
3301 S. Adams St., Marion
A Radio Corporation of America *J. C. Duncan
Monticello
Kimble Glass Co. (Subs. O-I) *E. O. Langas
Muncie
B Firestone Industrial Products Co., Inc.
Noblesville *D. J. Ferke
General Electric Co., Industrial Heating Dept.
Shelbyville *Charles Vo
Kimble Glass Co. (Subs. O-I) *Mrs. Lee Ell
Warsaw
Union Carbide Chemicals Co. *C. F. Solenberg
Standard Ave., Whiting

IOWA (5)

Firestone Tire & Rubber Co. *J. C. Blu
Des Moines
Northwestern Bell Tel. Co. (AT&T)
909 High St., Des Moines *Miss Dorris Fowl
A Lennox Industries, Inc. *Lloyd L. McKinno
Marshalltown

KANSAS (6)

B Goodyear Tire & Rubber Co. *A. A. Werne
Topeka

KENTUCKY (2)

A Corning Glass Works *Gerald Ower
Danville
A Corning Glass Works *Walter B. Pool
Harrodsburg
IBM Corporation *C. E. Gridle
No. Belt Line Hwy., Lexington
B Ford Motor Company., Louisville Assembly
P. O. Box 839, Louisville Robert Lent
General Electric Co., Appl. & TV Receiver Div.
Appliance Park, Louisville *E. F. Web
General Electric Co., Tube Plant, Elec. Div.
Owensboro *F. A. Well
A The Magnavox Company *E. H. Massi
Paducah

LOUISIANA (6)

B Ethyl Corporation Hewitt B. Gome
P. O. Box 341, Baton Rouge *B. H. Burg
B Kaiser Alum. & Chem. Corp. *B. W. Born
P. O. Box 1031, Baton Rouge
Kaiser Alum. & Chem. Corp. *S. S. Angeloc
P. O. Box 1600, Chalmette
Kaiser Alum. & Chem. Corp. *T. V. Ashbroo
P. O. Box 337, Gramercy

MAINE (1)

B Saco-Lowell Shops *Russell C. Bennet
Biddeford

MARYLAND (2)

A Nationwide Ins. Cos. Ruth Russe
27 Chinquapin Round Rd., Annapolis
General Electric Co., Locke Dept. *G. G. Keog
S. Charles & Cromwell Sts., Baltimore 3
Western Electric Co. (AT&T) *E. E. Brow
2500 Broening Hwy., Baltimore 24
B Kelly Springfield Tire Co. (Goodyear) *Ted Be
Cumberland
A National Security Agency Rollin L. Burn
Off. of Pers. Services, PERS 5, Fort George C.
Meade
B Fairchild Aircraft Corp. Stewart C. Paxto
Plant 9, Hagerstown
A Kaiser Alum. & Chem. Corp. *J. J. Costell
P. O. Box 7354, Halethorpe
A Nuclear Products Erco, Div. ACF Industries, Inc.
Erco Plant, Riverdale Robt. D. Swortze

MASSACHUSETTS (1)

A American Sisalkraft Corp. *William E. Hale
55 Starkey Ave., Attleboro
AVCO Mfg. Corp., R.A.D. *James McHug
750 Commonwealth Ave., Boston
B Bird Club, Bird & Son, Inc. Albert W. Smit
Dept. GS, East Walpole
Firestone Rubber & Latex Prod. Co. *C. J. McCread
Fall River
D General Electric Co., GEEAA Oscar A. Pop
1100 Western Ave., Lynn
A Goodyear Fabric Corp. *C. B. Blyth
New Bedford
General Electric Co., Naval Ord. Plant *Carl S. Dixo
100 Plastics Ave., Pittsfield
General Electric Co., Dist. Trans. Dept.
100 Woodlawn Ave., Pittsfield *J. W. Livermor
Armstrong Cork Co. *Henry G. Galebac
South Braintree
A Radio Corp. of America, Aviation Systems Lab.
Waltham *R. E. Patterso
C Hood Rubber Co., A Div. of The B. F. Goodrich Co.
Watertown 72 *H. B. Lelan
General Electric Co. *Edward M. Bar
42 Center St., West Lynn
D AVCO Mfg. Corp., Research & Adv. Devel. Div.
201 Lowell St., Wilmington *Robt. E. Mos

MICHIGAN (3)

A Bridgeport Brass Co., Aluminum Div. *Robert Perr
Adrian
B Corning Glass Works *John W. Randal
Albion

B Ford Tractor & Implement Div. *W. J. Quinn
2500 East Maple Rd., Birmingham
The B. F. Goodrich Co. *T. G. Hatch
Cadillac
Chrysler Corp., Service Parts *Tom Barkley
7000 E. Eleven Mile Rd., Centerline
A Air Control Products, Inc. *J. H. Sickterman
Coopersville
D Ford Motor Company Charles Haggerty
3001 Miller Road, Dearborn
Ford Division General Office H. R. MacDonald
Room 142, Southfield & Rotunda Dr., Dearborn
Ford International Div. *B. M. Meyers
Cen. Off. Bldg., Rm. 711,
The American Road, Dearborn
Ford Motor Co., Glass Div. Richard W. Holmes
Rm. 1029, Rouge Office Bldg.,
3001 Miller Rd., Dearborn
M-E-L- Div. of Ford Motor Co. *M. D. Purcell
3000 Schaefer Road, Dearborn
D Chrysler Corp. *D. Lipinski
P. O. Box 2688, Detroit 31
Chrysler Corp. *Carl Mathews
341 Massachusetts Ave., Detroit 31
Chrysler Corp., Car & Truck Assembly Div.
7700 Russell St., Detroit 11 *J. J. Jeffrey
Chrysler Corp., Central Engineering *W. Spears
P. O. Box 1118, Detroit 31
Chrysler Corp., DeSoto Div. *L. Van Vliet
Detroit
Chrysler Corp., Dodge Div. *W. Grier
7900 Jos. Campau, Detroit 11
D Detroit Edison Company Chet V. Pellegrin
2000 Second Ave., *Harold G. Dempster
Detroit 26
M-E-L Div. Ford Motor Co., Gen. Pts. Depot
12723 Telegraph Road, Detroit 39 R. K. Phelps
Ford Trans. & Chassis Div., Sterling Plant
P.O. Box 331, Detroit 32 *Hugh Doran
B General Motors Corp. Wm. T. Prichard
15-223A GM Bldg., Detroit 2
A Lyon, Inc. *Mrs. Naomi Crawmer
13881 W. Chicago, Detroit 28
B The Prophet Co. *Henry A. Montague
707 Fisher Bldg., Detroit 2
A Radio Corp. of America *G. F. Floridis
6545 St. Antoine St., Detroit
A Industrial Mutual Association John E. Bullard
551 James P. Cole Blvd., Flint 2 *O. E. Rewey
B Gerber Products Co. Victor Johnson
Fremont
B Ford Motor Co. Art Hilton
P. O. Box 3668, Rm. 220, Highland Park 3
B Goodyear Tire & Rubber Co. *E. N. Climer
Jackson
B Sutherland Paper Co. Howard R. Ginter
243 E. Paterson St., Kalamazoo
B The Upjohn Company *R. N. Prey
Portage Road, Kalamazoo
B Ford Trans. & Chassis Div., Automotive Trans. Plt.
Livonia *Gene Cryer
A Dow Chemical Co. *L. N. Carmouche
Ludington
A State Farm Ins. Cos. *Paul Elliott
410-420 East Drive, Marshall
D The Dow Chemical Co. Thomas C. Kanary, Jr.
Midland
A Dow Corning Corp. Ray C. Harris
P. O. Box 592, Midland
Ford Motor Co., Metal Stamping Div. *Fred R. Young
Foot of Elm St., Monroe
Ford Motor Co., H. & A. Div. *E. O. Weber
Chemical Prod. Plant, Mt. Clemens
C Truck & Coach Div., GMC Stanley C. Barker
660 South Blvd., East, Pontiac
B Auto Specialties Mfg. Co. *Lester Tiscornia
St. Joseph, Mich.
D Whirlpool Corp., St. Joseph Div. *John Soos
St. Joseph
Air Control Products, Inc., Univ. Metal Div.
Saranac *Edward Matthewson
Chrysler Corp., Trenton Plt. *P. Hanlon
2000 Van Horn Rd., Trenton
B Thompson Products, Inc. *John W. Drake
34201 Van Dyke Ave., Warren
B M-E-L- Div., Ford Motor Co. *Ed Johnson
Wayne Plant, Wayne
A M-E-L- Div., Ford Motor Co. *Roger Hill
Mercury Station Wagon Plant, Michigan Ave.,
Wayne
Ford Motor Co., Lincoln Plant *Art McIntyre
50000 Grand River Expressway, Wixom
Firestone Rubber & Metal Products Co.
17425 W. Jefferson Ave., *W. A. Vaughn
Wyandotte
Ford Motor Co., H. & A. Div. *Charles Cartwright
Ypsilanti

MINNESOTA (5)

A Cargill, Inc. *John Shepard
3700 N.E. 5th St., Minneapolis 21
B Minneapolis Gas Company LeRoy S. Gill
739 Marquette Ave., Minneapolis 2
B Minneapolis-Moline Co. *G. B. Milligan
P. O. Box 1050, Minneapolis 1
B Minneapolis-Moline Co., Hopkins Plant
P. O. Box 1050, Minneapolis 1 *A. J. Tesarek
B Minneapolis-Moline Co., Lake St. Plant
P. O. Box 1050, Minneapolis 1 *J. DesLauriers
Northwestern Bell Tel. Co. (AT&T)
420 Third Ave., South, *Miss Madeline Norton
Minneapolis
A IBM Corporation C. W. Hudson
Rochester

B Ford Motor Co. *M. R. Mutcher
966 Mississippi River Blvd., St. Paul 1
B Theo. Hamm Brewing Co. Warren Wallgren
720 Payne Ave., St. Paul 1
B 3M Club, Minnesota Mining & Mfg. Co.
900 Bush Ave., St. Paul 6 John H. Leslie
A Northwest Orient Airlines, Inc. *A. A. Ettel
1835 University Ave., St. Paul
A State Farm Ins. Cos. *C. H. Dinesen
1500 W. Highway 36, St. Paul 13
B Whirlpool Corp., St. Paul Div. *Frank Taylor
St. Paul

MISSISSIPPI (4)

The Babcock & Wilcox Co. *A. A. Murray
P.O. Box 500, West Point

MISSOURI (6)

State Farm Ins. Cos. *Frank Knoll
1800 W. Highway 40, Columbia
Remington Arms Co., Inc. *B. S. Amor
Lake City Arsenal, Independence
B Ford Motor Co., Assembly Plant Lawrence A. Rogers
1025 Winchester Ave., Kansas City 3
B Kansas City Power & Light Co. Chet Hallaux
Box 679, Kansas City 41
A Vendo Company *M. F. Newbold
7400 E. 12th St., Kansas City
Ford Motor Co., M-E-L- Div., St. Louis Plant
Lock Box G, Robertson *Ed Miller
A Mallinckrodt Chem. Works, Uranium Div.
P. O. Box 472, St. Charles *Joe E. Dowell
A Hillyard Chemical Co. *Elliott G. Spratt
P. O. Box 909, St. Joseph 1
D International Shoe Co. Dean Moneymaker
1509 Washington Ave., St. Louis 3
B McDonnell Aircraft Corp. Bert Granville
Lambert Field, Box 516, St. Louis 3
Southwestern Bell Tel. Co. (AT&T)
1010 Pine St., Room 1305,
St. Louis 1 *Miss Eleanor Ervin
B Stix, Baer & Fuller *Miss Julia Wilson
St. Louis 1

MONTANA (5)

B The Anaconda Co. Employees Club John Good
Butte
A Anaconda Aluminum Co. Employees Club
Columbia Falls Orion B. Koppang

NEBRASKA (5)

A Goodyear Tire & Rubber Co. *D. E. Munay
Morrill Ave. & 56th St., Lincoln 7
A State Farm Ins. Cos. *Gene Sears
5901 "O" St., Lincoln 8
Northwestern Bell Tel. Co. (AT&T) Mrs. Julia Gross
118 S. 19th St., Omaha *Miss Edith C. Borg

NEW HAMPSHIRE

General Electric Co. *Clifford H. Miller
Main St., Somersworth

NEW JERSEY (1)

B RCA Woodbridge Plant *W. R. Dabb
1550 St. George Ave., Avenel
A National Metal Edge Box Co. *Peter Stern
Barrington
A Owens-Corning Fiberglas Corp. Mildred A. Sittner
P. O. Box 8, Barrington
General Electric Co. *H. W. Pierce, Jr.
5 Lawrence St., Bloomfield
B American Cyanamid Company *Harold R. Pope
Bound Brook
B Owens-Illinois *H. R. Hill
Bridgeton
D Radio Corporation of America *M. G. Young
Bldg. 2-2, Front & Cooper Sts., Camden
D Radio Corporation of America V. T. Goss
Personnel Dept., Bldg. 5-2, Camden
C RCA Service Co. *V. P. Damiani
Cherry Hill, Del. Twnshp., Camden 8
Kodak Processing Laboratory J. M. Sheehan
16 - 31 Route 208, Fair Lawn *C. E. Moses
Owens-Illinois *E. F. Gbur
Glassboro
C Radio Corp. of America *G. D. Watson
415 S. Fifth St., Harrison
A Bristol-Myers Association Mrs. Karla Miller
225 Long Ave., Hillside 5
A Ford International—Harborside Export Operations
Terminal Bldg., Jersey City Walter L. Laidlaw
Western Electric Co. (AT&T) *H. M. Boardman
100 Central Ave., Kearny
B Ford Motor Co., Assembly Plant *Allen P. Crawford
State Hwy. 17, Mahway
B M-E-L Div., Ford Motor Co., Assembly Plant
Metuchen J. Clayton Marsh
B Riegel Community Foundation, Inc. S. W. Miller
Milford
B Radio Corp. of America *P. S. Schneider
Marne Hwy. & Borton Landing Rd., Moorestown
Bell Telephone Lab., Inc. R. E. Sward
Mountain Ave., Murray Hill
New Jersey Bell Tel. Co. (AT&T) *F. T. Vansant
540 Broad St., Newark 1

A Radio Corp. of America *C. E. Hall
Rt. 46 & Franklin St., Rockaway
A Radio Corp. of America *J. R. Coar
Route 202, Somerville
Kimble Glass Co. (Subs. O-I) *W. D. Mayfield
Vineland

NEW MEXICO (7)

A The Anaconda Company Roy W. Perkins
P. O. Box 638, Grants
Douglas Aircraft Co. *W. L. Duval
White Sands Proving Grounds, Las Cruces

NEW YORK (1)

A Thomas J. Lipton, Inc., Albion Plant
111-117 West Ave., Albion *F. Morgan Thum
*Chuck Cryder
A Motorola, Inc.
431 N. Main St., Arcade
C Grumman Aircraft Engineering Corp.
Bethpage Robert J. Benn
A Corydon M. Johnson Co., Inc. Daniel J. Benn
Masapequa-Hicksville Rd., Bethpage
B Ansco Recreation Assn. *Mitchell Richardson
Charles St., Binghamton
A Dynacolor Corporation *Wm. J. Bingham, Jr.
87 Spring St., Brockport
A Otis Employees Recreation Assn. *Wm. P. Harnack
35 Ryerson St., Brooklyn
B Ford Motor Co., Metal Stamping Div.
P. O. Box 547, *Patrick J. Brogan
Blasdell Branch, Buffalo 19
B International Paper Co. Kenneth C. Chivers
Corinth
D Corning Glass Center L. B. Ferris
Corning Glass Works, Corning
C IBM Corporation *John E. Hoppes
Endicott
A Wetmore & Sugden, Inc. * Thomas A. Sugden
Fairport
D Republic Assistance Fund, Inc. Oskar Frowein
Republic Aviation Corp., Farmingdale
Armstrong Cork Co., Arrowhead Plant
Fulton *Paul R. Furlow
A Nestle Recreation Association, Inc. *President
555 S. 4th St., Fulton c/o Per. Dept.
Smith-Corona, Inc. *G. Barry
Groton
Remington Arms Co., Inc. *J. C. Albrechtson
Ilion
National Cash Register Co., Adding Machine Div.
S. Aurora St., Ithaca *Richard Ayers
B IBM Corporation *J. F. Schuehler
Neighborhood Road, Kingston
A Kordite Corporation *Chas. R. Eastman
Macedon
A Jackson & Perkins Co. *John H. Slagle
Newark
A Airco Assn., Inc., Air Reduction Co., Inc.
150 E. 42nd St., New York 17 G. R. Bennett
B American Express Company *J. B. McAnulty
65 Broadway, New York 6
C American Tel. & Tel. Co. Miss Mary A. Kennelly
195 Broadway, New York 7
Carrier Corporation *H. Peacock
385 Madison Ave., New York 17
A Commercial Investment Trust, Inc. Joan Duffy
650 Madison Ave., New York 22
D Continental Can Co., Inc. *Walter E. Klint
100 E. 42nd St., New York 17
Continental Can Co., Inc. (Division Office)
100 E. 42nd St., New York 17 *R. A. Deevey
Continental Can Co., Inc., Robert Gair Div.
530 Fifth Ave., New York 36 *W. B. Jones
C Equitable Life Assurance Society David B. Chapin
393 Seventh Ave., New York 1
Esso Export Corp. *Miss Helen J. Kraiger
60 West 49th St., New York 19
B Esso Standard Oil Co. *Walter E. Reich
15 West 51st St., New York 19
D General Electric Company F. T. Clarke
570 Lexington Ave., New York 22
D International Business Machines Corp.
590 Madison Ave., New York 22 *John A. Nelson
A C. J. La Roche & Co. *Nadine Cannon
247 Park Ave., New York 17
C National Broadcasting Co., Inc. (RCA)
30 Rockefeller Plaza, New York 20 *C. J. Boylan
A Radio Corporation of America *J. W. Hendrickson
155 E. 24th St., New York
Riegel Paper Corp. *Wilbur McFeely
260 Madison Ave., New York
B Rockefeller Center, Inc. Larry Benjamin
50 Rockefeller Plaza, New York 20
Standard Oil Co. of New Jersey (Esso)
30 Rockefeller Plaza, *Jos. S. Schieferly
New York 19
Union Carbide Chemicals Co. *E. D'Anna
P. O. Box 350, Niagara Falls
B Oneida, Ltd. Stephen Peek
Oneida
IBM Corp. *E. C. Cook
Owego
B Ingersoll-Rand Co. Charles Lesso
Painted Post *Adelbert E. Allen
A Empire Plastic Corp. *Bernard Schiff
14 Pelham Parkway, Pelham Manor
C IBM Corp. *W. N. Breed
South Road, Poughkeepsie
A American Laundry Machinery Co. Kenneth P. Finzer
70 Glide St., Rochester 11
B Bausch & Lomb Optical Co. Leo Schlemmer
635 St. Paul St., Rochester 2
A Champion Knitwear Co. Harold Lipson
College Ave., Rochester 4

A **Consolidated Electrodynamics Corp.**
1775 Mt. Read Blvd., Rochester 3 ***Kenneth Klingler**

B **Delco Appliance Div., GMC** ***William P. Blackmon**
Rochester 1

A **Distillation Products Industries (Eastman)**
755 Ridge Road, West, Rochester 3 **Mary J. Best**

C **Eastman Kodak Co., A. & O. Div.** ***John Doyle**
400 Plymouth Ave., North, Rochester 4

B **Eastman Kodak Co., Color Print & Processing Bldg. 65, Kodak Park Works, Rochester** **J. B. Rooney** ***G. W. Patterson**

B **Eastman Kodak Co., Kodak Office Rec. Club**
343 State St., Rochester 14 **Raymond Walsh**

D **Kodak Park Athletic Association** **J. J. Minella**
Eastman Kodak Co., Rochester 4

B Gerber Products *Walter Bijak
460 Buffalo Road, Rochester 11

A **Photostat Recreation Club** **Edmund H. Jones, Jr.**
1001 Jefferson Road, Rochester

B **Rochester Gas & Electric Corp.** **Arden C. Howland**
89 East Ave., Rochester 4

B **Stromberg-Carlson Co., Div. Gen. Dynamics Corp.**
100 Carlson Road, Rochester 3 **Paul Neuman**
Rochester 3 ***Anthony Contestable**

A **The Todd Company, Div. of Burroughs Corp.**
1150 University Ave., Rochester 7 **John M. Peters**
General Electric Athletic Assn. J. F. Clark
1 River Road, Schenectady 5

B **Carrier Corporation** **John J. Casey**
Carrier Parkway, Syracuse 1

B **Crouse-Hinds Company** ***Robert B. Hoople**
Wolf & Seventh North Sts., Syracuse 1

B **Crucible Steel Co. Sanderson-Halcomb Rec. Club, Inc.**
Box 977, Syracuse 1 **Pat Allen**
General Electric Co., Elec. Div. Beulah Larkin
Electronics Park, Syracuse

A Nationwide Ins. Cos. Marge Hatch
Box 1286, Syracuse 4

B **Smith-Corona, Inc.** ***W. L. Smith**
701 E. Washington St., Syracuse 1

A **Horrocks-Ibbotson Co.** ***Richard H. Balch**
20 Whitesboro St., Utica 2

A **O. E. McIntyre, Incorporated** ***J. W. Prendergast**
Westbury, L. I.

A **Welch Grape Juice Co..** **Charles H. Palermo**
Westfield

A Nationwide Ins. Cos. Grace Dimase
Box 710, White Plains
Nestle Company, Inc. *Robert Crank
Bloomingdale Road, White Plains

NORTH CAROLINA (4)

A **Acme-McCrary Emp. Rec. Assn., Inc.** **Paul C. Cheek**
Asheboro
General Electric Co., Housewares & Radio
Receiver Div. *R. S. Cross
Asheboro
Champion Paper & Fibre Co. Jack Justice
c/o Y.M.C.A., Canton

B **Douglas Aircraft Co., Inc.** **Donald C. Capstick**
1820 Statesville Ave., Charlotte

A **Carlton Yarn Mills, Inc.** **Mrs. Victor Stroup**
102 S. Elm St., Cherryville

A **Club Carolina, Inc., Carolina Freight Carriers**
Cherryville **Roy E. Ellington**

B **Cramerton Mills** **Ray Nesbit**
Cramerton
Firestone Textiles, Inc., Ralph Johnson
Gastonia *Harold Mercer

A **Groves Thread Co., Inc.** **A. B. Cunningham**
P. O. Box 671, Gastonia

A **Rex Mills, Inc.** ***W. G. Hardin**
Box 1158, Gastonia

A **McAdenville Foundation, Inc.** **Wm. L. West, Jr.**
McAdenville

B **Olin Mathieson Chemical Corp.** **Fritz J. Merrell**
Pisgah Forest

A Nationwide Ins. Cos. Velva Pearce
1000 Wade Ave., Cameron Village, Raleigh

A **Sellers Manufacturing Co.** **Edgar A. Cashwell**
Saxapahaw ***J. W. Miller, Jr.**

A **Alba Full Fashion Hosiery Mills** **Richard H. Pierce**
Box U, Valdese
The Babcock & Wilcox Co. *F. Galehouse
P. O. Box 1730, Wilmington

OHIO (2)

D **Firestone Tire & Rubber Co.** **F. A. Wahl**
Akron

B **General Tire & Rubber Co.** **Edward Butler**
1708 Englewood Ave., Akron 9

D **The B. F. Goodrich Company** **Charles Mears**
500 S. Main St., Akron 18

D Goodyear Aircraft Corp. Russ Hansen
Akron

D **Goodyear Tire & Rubber Co.** **W. H. Edmund**
1144 E. Market St., Akron 16
The Babcock & Wilcox Co. *R. L. Reed
338 Rush St., Alliance
Babcock & Wilcox Research Center *G. L. McKiernan
Harrisburg & Sawburg Rds., Alliance
Ravenna Arsenal, Inc. (Firestone) D. R. Anderson
P. O. Box 98, Apco

A **Faultless Rubber Company** ***T. W. Miller, Jr.**
Ashland

A **The F. E. Myers & Bros. Co.** ***John C. Myers, Jr.**
Ashland

D **The Babcock & Wilcox Co.,** **R. E. Van Duser**
Boiler Div.
Sterling Ave., Barberton

B **Columbia-Southern Chemical Corp.** ***Robert Young**
Barberton

B Ford Motor Co., Metal Stamping Div.
P. O. Box 426, Bedford *William Piccolo

C Ford Motor Co., Engine & Foundries Div.
Box 309, Berea *Harry S. Mealey

A The Timken Roller Bearing Co. Franklin Meyers
P. O. Box 391, Bucyrus

B Ford Motor Co., Trans. & Chassis Div. *Robert Davis
Forge Plant, Canton

A Nationwide Ins. Cos. Hazel Hayes
1014 Market Ave., Canton

D **The Timken Roller Bearing Co.** **Earl Schreiber**
1835 Dueber Ave., S.W., Canton 6
The Reynolds & Reynolds Co. *William Sexton
Celina

B Ford Motor Co., Tractor & Implement Div.
Box 1939, Cincinnati 1 *T. A. Maher

D **General Electric Co., AGT Div.**
E&PCR Bldg., 800 Mezz., Cincinnati ***Daniel H. Zieverink**

A **MacGregor Sport Products** ***Bob Nead**
4861 Spring Grove Ave., Cincinnati 32

A **National Lead Co. of Ohio** ***Robt. L. Satzger**
P.O. Box 158, Mt. Healthy Sta., Cincinnati 31

B Radio Corp. of America *G. Keukes
5040 Lester Ave., Cincinnati

B **John Shillito Co.** **Charles G. Keefe**
7th & Race Sts., Cincinnati

B **The Cleveland Graphite Bronze Co.** **Julius Nagy**
17000 St. Clair Ave., Cleveland 10

A **Clevite Ordnance, Div. of Clevite Corp.**
540 E. 105th St., Cleveland 8 ***Eldred A. Gentry**

C General Electric Co., Nela Park H. B. Aitken
Large Lamp Dept. #420, Cleveland 12

B. F. Goodrich Chem. Co., Div. B. F. Goodrich Co.
3135 Euclid Ave., Cleveland *H. E. Foster

A **The Lubri-Zol Corp.** ***C. G. Maxwell**
Box 3057, Euclid Sta., Cleveland 17

Ohio Bell Tel. Co. (AT&T) *N. C. Linke
750 Huron Road, Cleveland 15

D **Thompson Products, Inc.** **B. M. Kozman**
23555 Euclid Ave., Cleveland 17

B Thompson Products, Inc., Clarkwood Plt.
1996 Clarkwood, Cleveland *Geo. Malone

B Thompson Products, Inc., Valve Div. H. P. Sopka
E. 185th St., Cleveland

B Whirlpool Corp., Clyde Div. *Warren Pleister
Clyde

B **Battelle Memorial Institute** **David Bennett**
505 King Ave., Columbus

B **Jeffrey Mfg. Co.** ***J. Ray Thomas**
1st Ave., Columbus 16
Kimble Glass Co. (Subs. O-I) *Phil Anthony
Columbus

B **Nationwide Ins. Activities Assn., Inc.**
246 N. High St., Columbus 16 **Martha Daniell**

D North American Aviation, Inc. Charlie Seddon
Columbus
The Ohio Bell Tel. Co. (AT&T) *W. J. DuPont
35 E. Gay St., Columbus 15

B The Timken Roller Bearing Co. Larry Olson
1025 Cleveland Ave., Columbus 3

General Elec. Co. *W. L. Rodich
Coshocton

B **Aeroproducts Operations, Allison Div. GMC**
Dayton 1 **Gene Robbins**
Chrysler Corp. *L. Pointer
Dayton

B **Dayton Power & Light Co.** **Jack C. Martin**
25 N. Main St., Dayton 1

B **Inland Manufacturing Div., GMC** **L. M. Deal**
2727 Inland Ave., Dayton 1

B **McCall Corporation** **Jim Hampton**
2219 McCall St., Dayton 1

D **National Cash Register Co.** **Clarence R. Gillaugh**
Dayton 9

A **The Reynolds & Reynolds Co.** ***Harold J. Gross**
Dayton 1
Ford Motor Co., Trans. Chassis Div.
Fairfax Howard M. Greenwald

B **Diamond Alkali Emp. Rec. Assn., Inc.**
543 Fourth St., Fairport Harbor ***Hugh Wampler**
Kodak Processing Laboratory E. J. Maurer
1100 E. Main Gross St., Findlay *C. L. Albright

A Radio Corp. of America *W. A. Dondero
Fostoria Rd., P. O. Box 246, Findlay

Remington Arms Co., Inc. *P. H. Noerager
Findlay

Corning Glass Works *Ed McGarrell
Greenville

C **Champion Paper & Fibre Co.** ***Ernest M. Nelson**
Hamilton
Whirlpool Corp., Estate Div. *D. R. Lau
Hamilton

A Ford Motor Co., Engineering & Foundry Div.
Lima Engineering Plt., Lima *George Short

A **Ohio Steel Foundry Co.** ***Neville E. Smith**
P. O. Box 5, Lima
Ford Motor Co., Assembly Plant Howard E. Danne
Lorraine

B **The Mansfield Tire & Rubber Co.**
515 Newman St., Mansfield ***Robert L. Mathews**
Whirlpool Corp., Marion Div. *T. L. Hufert
Marion

B **Armco Steel Corp. Assn.** **Clarence Abell**
Middletown

A **Kolcast Industries, Div. of Thompson Products, Inc.**
P. O. Box 250, Minerva ***Paul F. Benson**
Continental Can Co., Inc. *J. F. Grusenmeyer
Mt. Vernon

A **Burke Golf Equipment Corp.** ***W. D. Schaffner**
160 Essex St., Newark

A Heath Refinery, Pure Oil Co. *W. G. Dailey
Box 951, Newark
Kaiser Alum. & Chem. Corp. *T. W. Dwyer
P. O. Box 671, Newark

A The Timken Roller Bearing Co. George Stahl
P. O. Box 31, New Philadelphia

A **Hartzell Propeller, Inc.** ***Ray Van De Grift**
P. O. Box 909, Piqua

B **Williams Manufacturing Co.** **Jim Secrest**
Gallia & Murray Sts., Portsmouth

B Goodyear Tire & Rubber Co. *James A. Clifford
St. Marys
Ford Motor Co. *Jerry B. Williams
3020 Tiffin Road, Sandusky

B **Philco Corporation** ***Richard J. Griffiths**
Sandusky

A **Bauer Brothers Co.** ***R. H. Jordan**
Sheridan Ave., Springfield

D **Owens-Illinois** ***Harold Mayfield**
P. O. Box 1035, Toledo 1
Owens-Illinois, Duragias Center *C. E. Hollister
Adams & 14th St., Toledo
Owens-Illinois, Libbey Plant *C. H. Chuckovits
Ft. of Ash St., Toledo

A Owens-Illinois, Tech Center *H. F. Zink
Westwood Ave., Toledo

A The Timken Roller Bearing Co. Gilbert Tucker
Wooster
U. S. Steel Corp., Youngstown Dist. Workers
Youngstown 9 *W. T. Rosevear

A The Timken Roller Bearing Co. James Waers
Zanesville

OKLAHOMA (6)

The B. F. Goodrich Company *Guy A. Spaulding
Miami

A Corning Glass Works *Jim Holland
Muskogee

Douglas Aircraft Co., Tulsa Div. W. H. Williams
2000 N. Memorial, Tulsa

OREGON (5)

A **Hyster Company** ***R. Walter Ager**
2902 N.E. Clackamas, Portland 8

Owens-Illinois *M. L. Cannoy
P. O. Box 7467, Portland 20

State Farm Ins. Cos. *Don Miles
4600 25th Ave., N.E., Salem

PENNSYLVANIA (2)

Armstrong Cork Co. *H. A. Johnson
Beaver Falls

Edgar Thompson Works, U. S. Steel Corp.
Braddock *P. G. Kirkpatrick

A Corning Glass Works *Frank Whitter
Bradford

A **Avisco Emp. Ath. Assn.** **Willard H. Hatcher**
2880 Lovell Ave., Broomall

A Nationwide Ins. Cos. Marty Fitzgerald
437 N. Main St., Butler

Radio Corp. of America *J. E. Simpson
Box 440, Adams Ave., Canonsburg

A Corning Glass Works *Roger Joy
Charleroi

B Ford Motor Co., Assembly Plt. W. F. McCartney
Front & Lloyd Sts., Chester

B **Scott Paper Co.** ***Charles Hewlings**
Front & Market Sts., Chester
Clairton Works, U. S. Steel Corp. *R. R. Furlong
Clairton

A Owens-Illinois *L. R. Weinrich
Clarion

C **Lukens Steel Company** ***Earle Woodhull**
Coatesville

A **Merck & Co., Inc.** ***John Masteller**
Danville (Riverside)

A **Thompson Products, Inc.** ***Ralph Stintzcum, Jr.**
601 E. Market St., Danville
Irvin Works, U. S. Steel Corp. *F. A. Blanning
Dravosburg
The B. F. Goodrich Co. *C. J. Phillips
DuBois
Duquesne Works, U. S. Steel Corp. *A. L. Norman
Duquesne

A **American Sterilizer Co.** ***Herman J. Schodt**
2323 W. 24th St., Erie

C **General Electric Co.** **David H. Coryell**
2901 E. Lake Rd., Erie 1

A Kaiser Alum. & Chem. Corp. *P. C. Angle
P. O. Box 566, Erie

B The Bell Tel. Co. of Pa. (AT&T) *R. D. Huston
210 Pine St., Harrisburg

B The Bell Tel. Co. of Pa. Traffic Supv. Per.
231 State St., Harrisburg

A Nationwide Ins. Cos. Eleanor Turns
3607 Derry St., Harrisburg

B **Thompson Products, Inc.** ***Harry S. Wimer**
1400 N. Cameron St., Box 171, Harrisburg

A **Fischer & Porter Co.** **Mrs. Esther Matthews**
County Line Road, Hatboro

A **Rudd-Melikian, Inc.** ***Stanley G. Carter**
Jacksonville Rd., Hatboro

B **Hershey Choc. Corp. Community Club** **Ralph L. Hoar**
Hershey

C **Armstrong Cork Co.** **A. H. Spinner**
Lancaster

B **Hamilton Watch Company** ***G. Kenneth Weeks**
Lancaster

B Radio Corp. of America *R. E. Slough, Jr.
Box 1140, New Holland Pike, Lancaster

C **Sun Oil Company** **Wm. C. F. Ziegenfus**
Marcus Hook
Homestead Dist. Works, U. S. Steel Corp.
Munhall *H. H. Feit

A **Johnson Bronze Co.** **Frank Pagley**
S. Mill St., New Castle ***J. F. Medure**
The B. F. Goodrich Co. *W. L. Carpenter
Oaks

D **The Bell Telephone Co. of Pennsylvania**
1835 Arch St., Philadelphia 3 ***H. J. Dickert**
General Electric Co. *A. T. Longmore
6901 Elmwood Ave., Philadelphia
General Electric Co. *W. C. Harris
3198 Chestnut St., Philadelphia 4
C **Philadelphia Electric Co.** **Samuel W. Rubenstein**
900 Sansom St., Philadelphia 5
A **Smith, Kline & French Laboratories**
1530 Spring Garden St., ***James H. Muckley**
Philadelphia
C The Bell Tel. Co. of Pennsylvania Traffic Supvr. Per.
201 Stanwix St., Pittsburgh 22
B **Eastern Gas & Fuel Associates** ***Virgil M. Beckett**
Koppers Bldg., Pittsburgh 19
D **U. S. Steel Corporation** ***C. N. Moore**
525 William Penn Pl., Pittsburgh 30
Firestone Tire & Rubber Co. *E. T. Handley
Box 690, Pottstown
A General Electric Co., Elec. Div. *C. F. Walsh
Winfield & Saunders Aves., Scranton
A State Farm Ins. Cos. *Ernie Hoffman
750 W. Sproul Rd., Springfield
A Corning Glass Works *Leo Schosger
Wellsboro
A **Wyeth Laboratories, Inc.** ***James Rich**
611 E. Nield St., West Chester

RHODE ISLAND (1)

A Corning Glass Works *Russ H. White
Central Falls

SOUTH CAROLINA (4)

C **E. I. duPont Savannah River Plant** **S. J. Tony Orsini**
Bldg. 719-A, Aiken
B **Riegel Textile Corp., Ware Shoals Div.**
Ware Shoals **W. M. Wilbanks**

TENNESSEE (4)

The B. F. Goodrich Company *Allen M. O'Neal
P. O. Box 720, Clarksville
B Magnavox Co. of Tennessee *Byron D. Sites
Greeneville
A **Blue Ridge Glass Corp.** ***J. H. Gatrell**
Kingsport
C **Tennessee Eastman Company** **Robert D. Delius**
Bldg. 89, c/o TERC, Kingsport
Firestone Tire & Rubber Co. of Tennessee
Memphis *Paul Borda
A State Farm Mutual Auto Ins. Co. *Tom Gunnels
760 N.W. Broad St., Murfreesboro
C **Union Carbide Nuclear Company** **H. R. Payne**
Plt. X-10, P.O. Box X 34K95226, Oak Ridge
B **ARO, Inc.** **G. M. Matlack**
P. O. Box 162, Tullahoma
A **Lannom Manufacturing Co.** ***Charles E. Parish**
West Lincoln, Tullahoma

TEXAS (6)

A **Mason & Hanger, Silas Mason Co.** ***John Souther**
P. O. Box 647, Amarillo
A Celanese Corp. of America *R. M. Bielstein
P. O. Box 428, Bishop
D **Chance Vought Club, Inc.** **Robert F. Janes**
P. O. Box 5907, Dallas
B Ford Motor Co, Assembly Plant H. L. Hankins
5200 E. Grand Ave., Dallas 2
Kodak Processing Laboratory J. T. Harrison
3131 Manor Way, Dallas *J. D. Cook
A State Farm Ins. Cos. *Ed Hudson
11900 Preston Rd., Dallas 30
A **Superior Decals, Inc.** ***Ted E. Brewer**
2829 Ft. Worth Ave., Dallas 11
C **Temco Aircraft Corp.** **Jim Bernard**
P. O. Box 6191, Dallas 22 ***E. R. Mitchell**
B **Texas Instruments, Inc., Semi-Conductor Div.**
13500 North Central Expressway, ***Jim Wilhite**
Dallas
B **Bell Helicopter Corp.** ***John E. Finn**
P. O. Box 482, Fort Worth
A **Coburn Vending Service** ***Otho T. Coburn**
c/o CONVAIR, Fort Worth
D **Convair, A Div. of Gen. Dynamics Corp.** **C. J. Hall**
Fort Worth ***T. G. Croft**
A **Panther Oil & Grease Mfg. Co.** ***C. C. Carroll**
Box 711, Fort Worth
A **The Sherwin-Williams Company** ***W. E. Jenkins**
2802 W. Miller Rd., Garland
Temco Aircraft Corp. *H. Jones
Box 1056, Greenville
A **Texas Instruments, Inc.** ***David G. Turner**
3609 Buffalo Speedway, Houston 6
A **Texas Eastman Recreation Club** ***Ferris Brown**
Longview
B Pure Oil Company *C. W. Cooper
Box 237, Nederland
A **Celanese Corp. of America** ***Roy K. Russell**
P. O. Box 937, Pampa
The Champion Paper & Fibre Co. *A. M. Koury
Pasadena
The Babcock & Wilcox Co. *A. A. Lee
P. O. Box 38, Paris
A **Diamond Alkali Company** **Willis G. Kennedy**
P. O. Box 686, Pasadena
A **Ethyl Corporation** **Clarke E. Tippen**
P. O. Box 472, Pasadena
A The Lubri-zol Corp. *Vic Calvert
P. O. Box 992, Pasadena

B **Union Carbide Chemicals Co.** ***H. L. Kerst**
P. O. Box 471, Texas City
General Electric Co. *C. L. Sawyer
Box 206-A, Rt. 3, Tyler
Owens-Illinois *J. J. Smith
Waco

UTAH (7)

A **National Lead Company, Inc.** ***W. F. Carman**
Monticello
A Kaiser Steel Corp. *John Peperakis
Sunnyside

VERMONT (1)

A **Fairbanks, Morse & Co.** **Leon Pelkey**
St. Johnsbury ***H. M. Goodchild**

VIRGINIA (2)

A State Farm Ins. Cos. *Rod Clark
1001 Emmet St., Charlottesville
The Babcock & Wilcox Co. *N. C. Jessen
1201 Kemper St., Lynchburg
A Nationwide Ins. Cos. Barbara Salmon
5401 Fort Ave., Lynchburg
B Ford Motor Co., Assembly Plt. A. T. Castleman
2424 Springfield Ave., Norfolk 1
General Electric Co. *Paul J. Caron
Specialty Control Dept., Waynesboro
The Dow Chemical Company, James River Div.
Williamsburgh *J. R. Hodge

WASHINGTON (5)

General Elec. Co. Community House R. E. Anderson
George Washington Way, Richland
D **Boeing Airplane Company** **A. D. Scott**
2-1830 P. O. Box 3707, Seattle 24
B Kaiser Alum. & Chem. Corp. *A. F. Miltner
P. O. Box 6217, Spokane 28
Kaiser Alum. & Chem. Corp., Trentwood Works
Spokane 69 *R. B. Gould

WEST VIRGINIA (2)

B **Electro Metallurgical Co., Div. UCC** **John W. Mowrey**
Alloy
Eastern Gas & Fuel Associates Glenn Bagwell
Barrett
Owens-Illinois *L. H. Nicolet
Charleston
Union Carbide Chemicals Co. D. W. McClung
P. O. Box 2831, Charleston
Owens-Illinois *C. R. Judy
Fairmont
B **International Nickel Co., Inc.** **E. J. Kaiser**
Huntington
Owens-Illinois *T. C. Straw
Huntington
A **Standard Ultramarine & Color Co.** **Joe W. Bragg**
Huntington 18
Eastern Gas & Fuel Associates Fred H. Robertson
Keystone
Eastern Gas & Fuel Associates James Zitzman
Kopperstown
A **Columbia-Southern Chemical Co.** ***James F. Pulse**
P. O. Box 191, New Martinsville
A Corning Glass Works *Art Rutan
Parkersburg
D **Union Carbide Chemicals Co.** ***H. R. Lothes**
P. O. Box 8004, South Charleston
Union Carbide Chemicals Co., Technical Center
South Charleston 3 *Percy McDaniels
Continental Can Co., Hazel Atlas Glass Div.
15th & Jacob Sts.,
P.O. Box 911, Wheeling *J. N. Markham

WISCONSIN (5)

B **Fairbanks, Morse & Company** ***C. T. Nye**
Beloit
B **The Charmin Paper Products Co.** **Nick M. Miketinac**
Green Bay
B **Kohler Company** **Roy A. Ebben**
Kohler
B **Allen-Bradley Company** **Walter P. Sprangers**
136 W. Greenfield Ave., Milwaukee 4
D **Allis-Chalmers Manufacturing Co.** **Carl Klandrud**
Milwaukee 1
A **Ampco Metal Co.** ***Robert R. Tews**
1745 S. 38th St., Milwaukee 46
B **The Falk Corporation** **Patrick Feely, Jr.**
3001 W. Canal St., Milwaukee 8
B **Miller Brewing Company** ***Gene Berce**
4000 W. State St., Milwaukee
B **Milwaukee Gas Light Co.** **Lawrence E. Luedke**
626 E. Wisconsin Ave., Milwaukee 1
B **Northwestern Mutual Life Ins. Co.**
720 E. Wisconsin Ave., ***Gilbert W. Embury**
Milwaukee 2
A **Omar, Inc.** ***M. A. Maceau**
2130 W. Clybourn Ave., Milwaukee 3
B **Jos. Schlitz Brewing Co.** ***Victor Berger**
235 Galena St., Milwaukee 1
A **Western Machine Company** ***John O. Peters**
180 W. Holt Ave., Milwaukee 7
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Joseph R. Rimany, Jr., Director
YMCA, Health & Physical Education Dept.,
Waterbury, Conn.

ontinued from preceding page

7. Covered Grill Area (steak roasts, barbecues and clambakes).

'. Management—via Employee Relaons Department Representative.

1. Resident Manager has house on property.
2. One regular caretaker on his staff —extra assistance as needed.
3. Grounds crew under separate general-area direction (General Maintenance Department).

'otal Use (Attendance) to Date:

'ear	Total Events	Total Attendance
957	195	15,887
956	181	14,729
955	143	12,077
954	123	12,570
	Total Attendance	55,263

ıctivities for 1957:

Showers	10
Card Parties	16
Meetings (Include Open House, Camera Club, Garden Club, Toastmaster, Vet's, and Supervisors)	46
Retirement Parties	20
Christmas	10
Other Parties (includes picnics)	40
Clambakes (about 50% mixed and 50% male)	23
Pioneers' Picnic (Big event of the year)	1
Department Information Meetings	29
Total	195

G. E.'s NEW PARK

DANIEL H. ZIEVERINK, Supervisor, Employee Services, General Electric Company, Cincinnati, Ohio.

In 1956 General Electric's Employees Activities Association purchased 93 acres of property approximately six miles from our plant for purposes of developing the property into an all-inclusive recreation facility.

A professional planner was hired to master plan the 93-acre development. Long range plans call for a picnic area, ball diamonds, model plane circle, archery area, recreation building, golf course and swimming pool.

The development of the park is to be financed from the commissions from vending machines located throughout our plant.

On July 15th of this year the park is scheduled to open. Prior to this opening we intend to hire a qualified park supervisor who will be responsible for service and maintenance.

The activity planning will continue to be done by our recreation section at the plant.

An administrative center is being planned at the end of the entrance road; this center will serve as a control point for admittance, house the park supervisor, control equipment, operate the miniature golf course and serve as a first aid center.

Play equipment will separate reserved areas from open areas. Play areas have been planned for various age groups. Fenced in areas will be provided for infants and pre-school children. There will also be playground equipment for school age children. Play areas for adults will include such facilities as horseshoes, shuffleboard, volleyball, table tennis, badminton and tetherball.

We plan to close the park two days a week in order to cut operating costs. The park will open at 10:30 a.m. and close at 10:30 p.m. GEEAA membership cards will admit employees to the park and our operating rules in relation to guest admittance will be that a member may bring one guest family to the park with them.

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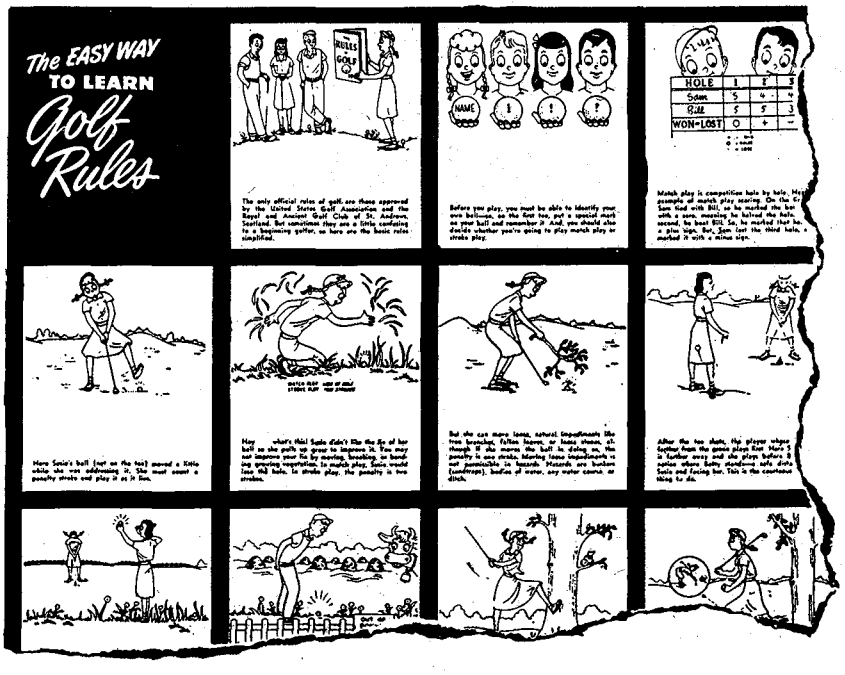
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PANEL IX

Rifle and Pistol Programs

CHAIRMAN: Frank C. Daniel, Secretary
National Rifle Association of America, Washington, D. C.

INTRODUCTION
by Panel Chairman

An ideal form of recreation has been defined many times. It is not my point to attempt redefinition. Certain qualities of an ideal recreation program are obvious. It should have appeal to the largest possible group. It should be a participant activity as opposed to simply a spectator sport. It should call for a healthful degree of physical activity but not exclude the elderly, the young and the non-athlete. It should permit young and old, strong and not-so-strong, men and women, to take part on an equal basis. Finally, and this is important in an industrial application, it must be year-around, all-weather and not costly.

Sounds like a big order? It is. Yet in the two most popular forms of participant recreation in the United States, fishing and shooting, we see a fulfillment of those ideals. For purposes of organized recreation, shooting most completely fits the specifications outlined.

Shooting with the rifle, pistol and shotgun is as traditional in our country as bacon and eggs for breakfast. It is a sport in which families can and do take part together, in which mom has a good chance to take dad, and junior can occasionally whip them both. It is a competitive sport but one, like golf, in which success goes to the one who best disciplines himself.

Indoor and outdoor ranges make shooting a year-around, all-weather activity. Indoor ranges are usually 15, 20 or 50 feet in length. Permanent indoor installations involve an element of original cost. Part-time ranges using gymnasiums or recreation halls are relatively inexpensive. Outdoor ranges for rifle, pistol or shotgun, which require land and some permanent construction, represent a degree of investment but need not be costly. Many shooting groups use existing military facilities and military equipment and ammunition, provided by Federal law. Subsequent speakers will tell you about recreational shooting programs already under way. It is a rapidly growing recreational activity.

I represent the National Rifle Association of America, the oldest and largest sportsmen's organization in the United States. We are non-profit and self-supporting. We encourage recreational shooting with shotgun, rifle, pistol and air gun. We are prepared to give you tangible aid in putting shooting programs into action. No group need be apprehensive about how to begin—we want to shoot but what do we do?

Shooting is a nationwide program, well-established and gaining in popularity. Under National Rifle Association guidance, training courses have been established. Standard awards are available which anyone can shoot for. Individual and club competitions are widespread and shooting leagues are especially popular. Shooting has as a "packaged program" that any group can have for the asking, "how-to-do-it" information on organization, instruction, competitions, range building and equipment plus many other services available to you on request. The National Rifle Association is a service organization with a program that is a natural for industrial recreation.

SAAMI SERVICES

A. A. RIEHL, Manager, Shooting Promotion, Remington Arms Company, Inc., Bridgeport, Connecticut.

Shooting for pastime and amusement is a pioneer game in this country . . . is thoroughly American and I sincerely believe that shooting programs sponsored as a feature of industrial recreational activity can be good for industry . . . for employees, both men and women . . . and for the shooting sports.

There can be no great question about the popularity of shotgun sports when it is realized that practically 15 million hunting licenses were sold in this country in 1957. Hunting license shooting covers only a few months pe year—whereas the gun club offers I months of shooting to everyone inte ested.

As a member of the Gun and Am munition industry for more than 4 years, I have always been keenly in terested in the shotgun shooting game . . . trap and skeet shooting . . . an at this time I would like to stress th down-to-earth spirit of democracy tha exists at any gun club I have ever bee in contact with.

Here is a participation sport wher management, staff, and every employe can meet on a level of pure sports manship, with no questions asked othe than, "How many did you break?". have seen this democratic influence a work in many gun clubs and hav often made the statement "Show me town with a good gun club and I' show you a town that is far above th average in its business relationships u and down Main Street."

Now with the growing trend in In dustry toward the creation of shootin clubs within their own corporate or ganization, the spirit of democracy an good-fellowship that is certain to pre vail at your recreational facility i bound to be good for your industria relations, and I'm confident that som members of this panel will attest thi fact through experiences in their ow organizations.

As the growth and success of shoot ing clubs materially affects our volume the Gun and Ammunition Industry, in dividually, and through their Smal Arms and Ammunition Manufacturers Institute, have a definite assistanc program that is available to clubs whe they are going through the preliminar stages of organization; but this is th only time we can really help for a clu can get started and continue success fully only through promotional effor at the local level.

SAAMI features a series of well edited booklets that create the urge t fire a gun; and two adult booklets "Handbook on Shotgun Shooting" an

continued on next pag

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'Handbook on Small Bore Rifle Shooting," both selling at 25¢ per copy and both containing proven methods for improvement of individual scores that would cost you and me thousands of dollars to reproduce in personal experience.

Our own promotion includes a series of booklets on How to Organize a Gun Club; How to Operate a Gun Club; and how to handle a tournament, besides a full series of layout diagrams for trap and skeet ranges, and a full complement of promotional literature. Each manufacturer, naturally, has a duplicate program.

Between SAAMI, The National Rifle Association and the manufacturers, a promotional program is constantly being carried on that very apparently is causing a revival of shooting interest in this country. As a matter of fact, I believe this forum is a by-product of this revival.

SUCCESSFUL PROGRAMS

C. JAMES MOYER, Asst. Executive Secretary, Kodak Park Athletic Association, Rochester, New York.

The Kodak Park Athletic Association pistol and rifle range was first opened in the fall of 1952. Live ammunition is used and there are five firing points with a separator between each. The firing range is twenty yards long and targets are fastened to retractable carriers. The Club is a member of the National Rifle Association as is nearly every individual that uses the range.

The Pistol Club meets once a week and has an average of fifty shooters a night. Open shooting, plus the National Match Course, is fired each evening. This tends to stimulate interest in the forty-man league and also those individuals whose interest is solely practice. Our ten best shooters are entered as a team in the eight-team County League.

The Men's Rifle League, consisting of twenty-five shooters, meets once a week and uses a fifty-foot range. All four positions are used—prone, kneeling, standing and offhand.

Six of our rifle shooters are qualified NRA instructors and have been very instrumental in the Junior Rifle Program that we have. In New York State an individual under twenty-one years of age cannot obtain a hunting license unless he has passed the State Hunter Safety Course which consists of a four-hour session of instruction and examination. We have divided this Course into two two-hour periods and any boy or girl, fourteen years of age or older, is eligible. After the Hunter Safety, the boys and girls are qualified to take the NRA Basic Rifle Course for a seven-week period and are then allowed to shoot in the league with employees.

Medals are furnished for all rifle and pistol league winners by the KPAA and brassards are obtained from the NRA for any individual able to qualify in the different classifications. All shooters are required to wear safety-glasses while on the range, and also be members of the KPAA Rod and Gun Club. Membership in this organization is one dollar per year.

Publicity is handled in various ways. Perhaps the most effective being a Rod and Gun Club Newsletter which is sent to each member every six weeks. The Eastman Kodak weekly bulletin, "Kodakery", also carries publicity on all clubs and two hundred bulletin boards are located throughout the plant for poster publication.

FRANCIS E. HOWELL, SR., Employees Activities Supervisor, Olin Mathieson Chemical Corp., East Alton, Illinois.

Our rifle facilities consist of 12 covered firing points with target holders at 50 and 100 yards for small bore or big bore rifle shooting. The rifle range is converted to 25 firing points with target holders at 50 feet for Junior rifle shooting. We have 18 covered firing points for pistol shooting with stationary target holders at 50 yards and turning target holders at 25 yards.

The ranges are open on Saturdays only. Adult rifle teams of employees fire on Saturday afternoons. They fire the Dewar Course which is 50 shots at 50 yards and 20 shots at 100 yards with a possible of 400 points. All team shooting is .22 caliber. Junior shooters use the range on Saturday mornings.

It is not restricted to children of employees, but any boy or girl from 9 to 19 years of age are welcome. All shooting is at 50 feet. The Westerner Junior Rifle Club is affiliated with the National Rifle Association and the Juniors shoot for NRA Junior awards which are stocked on the range and can be purchased as soon as scored targets are recorded.

There have been 13 Juniors qualified for the Expert Rifleman rating and 3 of these have also completed qualification for the Distinguished Rifleman rating, which is the highest rating available to Juniors.

Each new Junior shooter is required to attend a safety class in which he is instructed in the safe handling of firearms, taught the basic rules of shooting, such as sight picture, trigger squeeze, use of the rifle sling, explanation of the different positions, and the rules of conduct while on the range, before being allowed to do any actual shooting.

There are 6 relays of 40 minutes each in which each shooter fires 20 shots in an allotted time limit of 20 minutes. The balance of 20 minutes is used in changing targets and getting a new relay on the line.

Junior rifle firing is not in strict accordance to NRA Rules and there are four qualified instructors present to supervise and assist on each relay. The program has grown from about 25 the first year to approximately 150 at present, which is the capacity of our range.

Adult shooting of pistol is scheduled for employee teams on Saturday mornings and is open to the public in the afternoon. No one under 18 is permitted to fire on the pistol range.

All pistol shooting is done according to NRA Rules. The course of fire for employee teams is twice over the National Match Course, or a total of 60 shots for record, divided into 3 matches of 20 shots each at 50 yards Slow Fire, 25 yards Timed Fire, 25 yards Rapid Fire. There are 3 instructors assigned to the Pistol Range during team shooting and 2 available during the afternoon to supervise and instruct the general public.

The Company supplies all equipment necessary for the shooter to participate. This includes 24 Junior rifles, 12 adult rifles with scopes, 24 pistols, 18 spotting scopes, 26 rifle shooting coats, rifle ground cloths, targets, etc. .22 caliber ammunition is sold at the range for use on the range only. Competent instructors and riflemen are available to assist the general public in sighting in a rifle of any caliber if it is judged to be in sound condition and the owner supplies the ammunition.

I would like to mention our trap and skeet shooters just briefly. Our trap fields are open on Monday evenings for Industrial shooting only. The Industrial League consists of 16 teams from various companies in the area. Both

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continued from page 31

the trap and skeet fields are open on Wednesday evenings for practice shooting. On Saturday mornings our interdepartmental leagues shoot, the afternoons are available for practice shooting. There are expert instructors available at all times to help beginner shooters. All league shooting is done on a handicap basis. This gives beginner shooters an equal opportunity in shooting with or against the better shooters. Guns and targets are furnished by the Company, if needed, or shooters may use their own guns. Ammunition is sold at both fields for use there only.

I would also like to make mention of Nilo Farms, our shooting preserve. A shooting preserve is an acreage either privately owned or leased on which propagated game is released for the purpose of hunting, usually for a fee, over an extended season designated by your State Game Department.

The purpose of this preserve is to take the pressure off the game in the wilds and is also an added income to the farmers operating these preserves. Naturally, all arms and ammunition industries are concerned about this. SAAMI has three men working full time to assist the farmers who might want to open a shooting preserve. The services are free and they instruct these men as to the release of game and where to purchase it.

As part of our own preserve development, we are maintaining Nilo Farms which are being used for the purpose of research and demonstration. Both pheasant and duck shooting is done at Nilo. Most hunters have the idea that this is a rich man's game but this is not true. Preserve shooting prices are within the reach of any hunter.

In closing, I would like to make use of a slogan coined by the great Herb Parsons, our exhibition shooter. "Take a boy hunting and you won't have to go hunting for your boy." I think that this might hold true in other forms of shooting as well.

INFORMAL PROGRAM

WILLIAM EHNERT, Recreation Director, Abbott Laboratories, North Chicago, Illinois.

Everyone on this panel but myself has a well-rounded shooting program. So, at the expense of making some new enemies, and I hope a few friends, I want to tell you why we don't have a better Gun Club.

Our Rod and Gun Club has about 700 members. They elect their officers, make all the rules and plan the programs.

It is the policy of our clubs to spread the wealth among as many people as possible. About 30 of these 700 members are interested in shooting. Naturally the officers have to spread the budget rather thin over this minority. We don't have a range of our own, so we are forced to pay the prevailing price of $3.25 for a round of 25 at a neighboring Gun Club. The boys shoot two rounds and pay for one. The Club absorbs the other half, but can afford only one a year.

Let's face it—shooting is not a cheap sport for the average fellow. My friends on the panel might say it compares favorably with golf or fishing. That is granted, dollar-wise, but is not nearly as time consuming. A round of golf at $3.25 takes about five hours, while a round at the trap for the same money is over in about 20 minutes. It is a good sport if you can afford it.

We set aside one day each year, usually near the opening of the duck season, for a combination trap, rifle and archery shoot. It is a family day for Ma, Pa and the kids. They are served free hamburgers, hot dogs, milk and coffee all day. Instructors help the children and their mothers kill bears with bows and arrows while Pa is helping to keep the men at Remington employed.

The day starts off with the rifle shoot. The fellows shoot 10 shots from each of the three positions—prone, sitting and standing. Scores are tabulated in the regular way, 10 for a bullseye, etc. The winner of this event is the rifle champion and given a trophy so inscribed. We have two merchandise prizes for each group of five. These are won by getting the most points after shooting 10 shots at the "Lucky Target". (A "Lucky Target" is a regular sized target with numbers in one-inch squares. The men shoot at the blank side and the score is computed according to the number the bullet passed through.) This gives everybody an equal chance to win.

To equalize the trap shoot has always been a problem. Like all plants, we have a few fellows that can break 20 to 25 birds in a round. We also have some that have trouble hitting 4. To give everybody an even break, we use a scoring system similar to the Peoria Handicap used in golf. After the firing has died away and Ma has taken the kids home with a belly ache, the men are grouped in squads of five by their actual gross score. Then a firing position is drawn out of a hat for each round shot. The men fire from 10 positions, so divide the 2 handicap positions into 10 and you come up with a figure of 5 for the ratio of handicap to total positions. Calculations are 5 times the number of missed targets at the handicap positions, then divide by ⅔. This figure makes it two-thirds handicap. Add the actual score and you have the net total. We have tried several different ways of handicapping but this is the most satisfactory.

Merchandise prizes are given to the winners by the handicap system and a trophy to the man with the low gross.

PANEL X

The Company Picnic

CHAIRMAN: John Bowman, Executive Secretary

Nat'l Assn. of Amusement Parks, Pools & Beaches, Chicago, Ill.

PICNICS:

COMPANY OPERATED VS. EMPLOYEE OPERATED

M. K. SNIFFEN, Staff Assistant, The Pure Oil Company, Nederland, Texas.

Since almost all my industrial experience has been with Pure Oil (24 years), my comments are developed from results within our own organization. Pure operates in about one-half of the United States so has a variety of kinds of picnics. The two I will discuss, however, are our largest ones —first in the Home Office in Chicago and the other in the Smiths Bluff Refinery at Beaumont, Texas. Employees involved in each case run about 1000-1200 and attendance at picnics averages 2000-2500.

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We have two entirely different organizational structures in these cases. n Chicago, it is a "company operated" picnic. The Chairman of the Board of Directors—or another high official, selects the key committee chairmen and he company, therefore, has close control over the picnic activities. At the efinery we have a recreational club—alled the Poco Club—which carries on ll recreational activities. This club is inanced 75% by company contributions and 25% by employee contributions. The Board of Directors of this lub is elected by the plant employees; nd they wholly control all recreational ctivities, including the annual—or emi-annual picnics. In other words, he company maintains a "hands-off" policy.

"So what?" you might say, "A picnic is a picnic regardless of whether the company or employees run it." In most respects this is true. However, there are some differences which may be worth a brief discussion by us.

The company-operated picnic generally results in a selection of strong individuals as key chairmen and an effective clear-line operation results. The company can, if it so desires, remain in complete control of all picnic activities under this arrangement.

In the employee-operated type such as we have in our refinery, key chairmen are individuals who have been selected because of their popularity with employees and may or may not be strong individuals in planning and carrying out group activities. On the other hand, they are likely to be very receptive to suggestions made by employees and tend to develop activities which a majority of employees prefer.

In conclusion of these brief remarks it might be said that in the company operated picnic, the company maintains control and corresponding responsibility and the headaches that go with it. The result, however, is usually a very well-managed activity from beginning to end.

In the employee-operated picnic, management has little or no control or responsibility and avoids all the troublesome problems of the operation. The picnic, while usually a satisfactory one to the average employee, lacks somewhat in good organization.

PANEL XI

Vending Trends

CHAIRMAN: William C. F. Ziegenfus, Director of Recreation
Sun Oil Company, Marcus Hook, Pennsylvania

EFFICIENCY vs. SERVICE

GERALD C. LAWLER, National Branch Sales Manager, Rudd-Melikian, Inc., Hatboro, Pennsylvania.

It is a fact that the vending operator must serve two masters in most cases when he is the operator of food and drink machines in an industrial plant. Plant Management who buys the service from the operator and the employee who patronizes the machines.

The prime customer of course, is Plant Management. Plant Management is represented by a variety of responsible parties such as the Recreation Association, Industrial Relations or Personnel Managers and Directors, Cafeteria Managers or third party contractors who have the in-plant feeding contract for a plant.

In too many cases the Vending Operator is awarded the contract for vending by these people based on the percentage of commission he is willing to pay alone. Now commissions come from two sources:

1. Efficiency of operation
2. Cutbacks in quality of product or service rendered.

With the first of these sources, i.e., highly efficient operation—no man can disagree that this is a legitimate competitive weapon. However, the second source of commissions—cutbacks in quality of service or products sold—will always create friction between the operator and his other customer, Customer #2—the employee or patron of the machines. Responsible Plant Management owes it to itself and to its employees to check whether efficient operation is, as is sometimes claimed, the actual source of the savings that make possible the higher percentage commissions.

A responsible and efficient operator can return more money in dollars and cents at a much lower percentage of commission to the Recreation Association or Company than the dollars and cents return from the operator who will make customer number two (the employee) suffer by an inferior quality of service and product.

Examples of this very thing from my own personal experience are too numerous for me to list at this time. However, as an illustration let me tell of one recent experience we had. This was with a Budd Company plant in Philadelphia.

There was an operator serving this plant which has a population of six thousand people. He had approximately twenty coffee machines throughout the plant and was returning a 20% commission to the Plant Cafeteria. His record for sales started out with a volume of $5,000 per month and had dropped in income in two years time to approximately $1,500 per month. This drop in income is usually the sign of a deterioration of product and service when plant population remains relatively unchanged as was the case in point.

His equipment was replaced as a result of his bad record by our Philadelphia operating company. Coffee sales have been running between $10,000 and $15,000 per month (depending on season of the year) for over 18 months. The commission rate is 15%—5% less than the other operator but the dollars and cents return has been two and a half to three times the amount being paid by the original operator. As I said before, this is not unusual when an operator loses sight of the fact that he must satisfy two different customers.

Whether or not your operator is doing justice to your company and

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your employees is not as difficult to judge as you might think. The most reliable indicator is the participation of your employees in using the vending machines. We at Rudd-Melikian refer to this as the Group Acceptance Factor. A good operator has as an objective 100% participation in the use of the machines by the employees. They will not use them for one of three reasons. One—because they can purchase the same things elsewhere in the plant, two—they have been dissappointed with the quality of the product being delivered by the machine, or three—the vending units have not been reliable in performance. Each product being vended has a definite sales potential per employee such as for each employee you should sell at least three quarters of a cup of coffee daily—translating this to your plant you can arrive at an estimated sales figure—compare this to the sales as reported by your vender and you have a good indication of the job being done.

A PARADOX

C. G. MANORE, Services Supervisor, Ethyl Corp. of Canada, Ltd., Corunna, Ontario, Canada.

I have been looking at vending machines as they are in this area with emphasis on the viewpoint of the small factory. Our leading manufacturing industries tend to be either large (1000 or more employees) or small (fewer than 400 employees). There are three large factories in Sarnia and seven small ones.

These are the points which I have in mind:

1. All our industries use soft drink and cigarette machines because:
   a. The products are generally popular.
   b. They are easy to handle.
   c. They are long-established as vending products.
2. There is considerable difference of opinion about the newer type of food vending machines.
   a. The problem is not of much concern to the large industries because they have established their eating facilities.
   b. The small industries are interested in experimenting with food machines. These industries do not have cafeterias or cooking facilities and prefer not to install them and the employees, therefore, are tied to their lunch buckets. The small industries would like to make use of food machines as a supplement to and even replace the lunch buckets, but because the employees of any one industry are not numerous, the vending people are reluctant to install these machines.
   c. Therefore we have a paradox. The vending operators want to invade the large industries with food machines and the large industries do not need them; while the smaller industries would like to experiment with food machines and cannot get them.
3. We have some food machines in operation and we think they can be improved. We suggest that there is a worthwhile challenge in marketing to the vending people to lure our employees away from their lunch buckets by providing acceptable vending machine service.

NO PROBLEMS

GEORGE C. HAAS, JR., Manager, Industrial Sales, Pepsi-Cola Company, New York, New York.

Soft drink vending is not a new departure—merely an extension of services already provided, such as water fountains, rest rooms, etc. This extension is an amenity provided for the workers to make their jobs more pleasant.

In addition to this, it provides a profit which can be used toward recreational funds, the establishment of cafeteria prices, etc. The use of this profit is in no way a function of the vendor but should be entirely up to plant management.

The vending machine should not be considered as the creator or cause of new problems. If plant management is able, and if they experience new problems with their water fountains, etc., the vending machine will not create any more.

On the other hand, if the problems already exist and management has not been able to overcome them, these problems will also exist with vending; In other words, the problem of time wasters exists with or without vending. Management overcomes it or fails to overcome it whether vending machines are present or not.

Methods of providing soft drinks in plants are varied—cafeteria vending machines along the walls, removes refreshment service from the line and reduces congestion.

Types of soft drink dispensers and comparisons: Post-Mix; Pre-Mix; Bottle. Workers should be offered selection of flavors. Management should not dictate what people must drink. Three to four flavors are plenty.

Presence of signs and displays on equipment will increase sales and profit. Impulse factor.

ASSURES REVENUE

WILLIAM I. LaBUTE, Employees' Activities Supervisor, Automatic Canteen Co. of Canada, Ltd., Scarborough, Ontario.

I am very pleased to have been asked to serve on this morning's session "Vending Trends". I feel like the person who was lucky enough to have eaten his cake and still have it, in that I have had the experience of being on both sides of the fence in the field of vending. During my time as Recreation Supervisor for Ford of Canada, the commissions received from plant vending greatly assisted in operating their recreation program. This provided me with an opportunity to know what management expects from a vending program.

At the present time I am on the other side of the fence, working for a company that offers vending services to management.

Present day management is more cost conscious than they have been for years and, as such, are looking for ways and means to offset rising costs.

Vending in the future will play a major role in the continuation and the expansion of employee recreation facilities and activities as it will assure a source of revenue to operate these programs.

Most vending companies, realizing this fact, have their research and engineering departments constantly at work developing the utmost in modern and practical equipment. Such vending units as hot food, brewed coffee, sandwich and pastry units are considered today as much a standard piece of equipment as the drinking water fountain is in a plant.

Thus, the trend today is for more vending equipment that has not only eye appeal, but is practical and serviceable, being installed in plants to assist management or the employee association to continue or start industrial recreation activities.

Sports Clinic

HAIRMAN: R. F. Nead, Personnel Director
lacGregor Sports Products, Inc., Cincinnati, Ohio

ummary: O. A. POPE, Business Ianager, GEEAA, General Elec-ric Company, Lynn, Massachu-etts.

The Sports Clinic was prefaced by emarks of Chairman Robert F. Nead n the very important part that sports lay in the Industrial Recreation pro-ram. He related that sports form the ackbone of recreation and are run ith the least amount of effort. People xpect to have many games of active articipation, thus cooperation is given hole-heartedly. The panel members ere introduced and they had been ssigned a subject that they were most ualified to address the group on.

Bocci

Oscar A. Pope, Business Manager of ie General Electric Employees Activi-es Association, Lynn, Mass., spoke on occi, one of the world's oldest games ut one that had definite possibilities n all company programs. He illustrated ith slides that the game is inexpensive run once courts are installed and alls furnished. Courts can be placed n areas that are not suitable for manu-acture, material storage, parking or uture expansion plans. He related that en and women of all ages can play nd it does not require any physical xertion. The game can be adjusted meet any lunch time period. Compe-tion can be had in singles, doubles nd team play. It is a type game in which anagement can mingle with their mployees. Although the game is ex-remely simple, there is a great deal of cience and strategy that can be de-eloped. Rules and regulations may be ad by writing Mr. Pope at GEEAA, dg. 2-77, 1100 Western Ave., Lynn, lass.

Basketball

Basketball was covered by Louis G. Vilke, President of the National In-ustrial Basketball League of Bartles-ille, Oklahoma. He stressed that all orms of basketball are helpful to a ell-rounded program. Due to his close ssociation with Varsity teams, he ressed their advantage to a company. y having a good team, the company's product can be brought before the buying public's eye at all times. Players usually are selected from colleges, thus their educational background is conducive to taking important places in the company. Case after case was cited where key positions in industry have been filled by those fellows who played basketball. The cost is not prohibitive in running Varsity teams as a great many clear expenses from their gate receipts. Other companies that lost money underwrite it in their advertising program and consider it a job done cheaply. Varsity teams have a great spectator appeal and it offers the employees of a company an outlet for recreation for them and their family.

Golf

Ben Chlevin, public relations director, National Golf Foundation of Chicago, Ill., stated the various services that the Golf Foundation can furnish your company. They have a prime purpose to promote golf. Help is given to facilities and the organization of programs whenever they are called on.

Golf is one of our fastest growing sports. 500 courses have been built in the last 5 years. Recreation leaders should be alerted to the fact that women's play has increased 15% in the last two years. Junior golf programs also have increased nearly 20% due to high schools adding the sport to their agendas. This means that in the future all new employees hired will probably be seeking golf for their recreation needs.

Mr. Chlevin then went on to inform the group that golf lessons can be introduced during the winter at a reasonable price as it is the off season for golf pros. They usually are willing to sponsor clinics and give lessons as it is a means to augment their temporary salaries while the golf courses are closed during the inclement weather. It is surprising to find how many people would take lessons if arrangements were made for them. Whatever your golf problem is, it can be solved for you by the National Golf Foundation.

Softball

Joe Minella, Executive Secretary, Kodak Park Athletic Association, Rochester, New York, spoke on "Boys' Softball" and "Varsity Softball". He remarked that the field is fertile for other companies to enjoy Kodak's success in the youth program. In 1944 Joe had 64 teams composed of players from 11 to 14 years of age—now he has over 135 teams. Stress is made on the game's fundamentals, sportsmanship, team play and the development of character in the boys. KPA furnishes all the materials for play, including the umpires and instructors. Individual records are kept on file of all players so that their progress can be determined. Games are played twice a week. Kodak has found that working with the youngsters is a most rewarding experience and cannot be evaluated in dollars and cents. It is a wonderful community project.

Joe pinched hit for the "Varsity Softball" leader and briefly remarked on its success at Kodak. They choose their players from the company leagues. It offers the better players of the plant to meet the better players from other plants in the Rochester area. Then too, it is provided for the spectators to watch who do not participate.

D. V. Goin, Athletic Director of Chance Vought Aircraft, Dallas, Texas, had for his subject "Intra-mural Softball". It has been exceedingly popular with their method as they base league play on the ability of the teams. Good teams play in one league and the poorer ones in the slow league. Close supervision is given to play and if any of the teams are too good or too poor they are transferred for the league's best interest. Rules and regulations are made up before the season by the team managers and any new ruling can be put into effect at once. Equipment is furnished by the company. The umpires are provided and they are trained in advance. By having well-organized leagues, a close affiliation is made with the company. The players improve their

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own physical fitness. The expense paid out is more than justified by the good will built up between the employees and the company.

Baseball

George Franko, Chance Vought Aircraft, Dallas, Texas, outlined his company's "baseball program". It is broken down into two classes. First a team which represents the company in the community playing in the Industrial League and other non-scheduled games. This is a limited and selected type of recreation sponsored by the company for community good will and company publicity. Secondly by inter-company teams played by those who are not proficient at the game but enjoy the fun, exercise and the fellowship derived from a game played among players of relatively equal ability. They also have been successful in Little League baseball as not only do sons of workers play, but other members of the plant help out in coaching and umpiring. The whole family gets behind this venture which is constantly growing.

Hockey

Michael Dore, Recreation Supervisor, Avro Aircraft Limited, Toronto, Ontario, Canada, gave his American friends an insight on Hockey—a sport that is sponsored by very few companies in the United States. With many of the cities of the U. S. building indoor rinks, the sport has a definite place in every recreation program. In Canada, besides playing in arenas, they can take advantage of the many outdoor rinks. The game can be toned down so that the employees do not take any chances of injury or over-exert themselves. Most companies pay for the ice, referee and goalies equipment. The players supply their own equipment which is not too expensive, a most ice enthusiasts have their ow skates and all they have to provide ar shin pads, gloves and a stick. The gam has great spectator appeal and man people after watching, turn to playing There are many other games that ca be played on ice, as well as famil skating parties, so it is possible to ge every member of the household on th ice. Pee-Wee hockey is similar to th Little League baseball program and i growing both North and South of th border. This phase of hockey bring the family unit to the fore. Now tha hockey is being watched on TV weekly it will not be long before the recrea tion leaders must face the problem o hockey. Mr. Dore can provide yo with first-hand experiences on an phase of the program.

The session closed with a period o questions and answers.

PANEL XIII

Techniques of Good Communications

CHAIRMAN: John Leslie, Recreation Director
Minnesota Mining and Mfg. Co., St. Paul, Minnesota

Summary: DEAN MONEYMAKER, Recreation Director, International Shoe Company, St. Louis, Missouri.

Communication in the planning and carrying out of recreation programs is possibly the most important factor for its success. No matter how well a program is organized, its success depends on the participants knowing about it. Almost every company has their particular plan for disseminating information.

If yours is a large plant, with hundreds or even thousands of employees, you have some particular plan that works best; the plant house organ, bulletin boards, posters, P.A. systems and mailings usually are so co-ordinated that all employees have complete information and details of the program.

In the company, whether there are few or many plants, the inter-plant communications problem depends on the type of their recreation program. If each unit plans only for its particular group, the problem is comparatively easy. If, on the other hand, it is coordinated with the program in several or all plants, then the problem of communicating the information to each becomes very important.

My experience in dealing with many units, in size from a few hundred to a thousand employees each, I find personal contact still the best method. You ask, "How can one individual spend enough time to contact personally each group?" The methods we have used, and this is true of all but our headquarters units, is to select your leadership qualified to plan and carry out their program; then, periodically, meet with them and make suggestions, and leave pamphlets and other written material for their use. It may even be necessary to sit down and help them work out details of a particular activity.

With approximately sixty units scattered over six states, we have found one of the best methods of knowing what is being planned and how well it is being done is to have each unit forward to the Recreation Director's Office, minutes or records of all meetings, whether it is a general meeting or one where plans are worked out for an activity. From these records, w quickly learn whether the job is bein well done or not.

If leadership shows real ability, w know that that unit is doing all right If, on the other hand, poor leadershi is detected, more time is spent wit that particular group.

New ideas and programs are con stantly being worked out by differen units. When the new idea appears we immediately see that it is mad available to the others. If it meets th requirements of the other units, it i used, or it may be re-arranged to sui a different condition.

In an organization such as ou company, we have constant contac with each plant, by mail, telephone and other means of communication and it is always easy to pass on infor mation to those who are responsible fo the carrying out of the recreation pro gram.

WHEN AND WHAT

FRANK A. WAHL, Director o

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Recreation, The Firestone Tire nd Rubber Company, Akron, Ohio.

Let me itemize a few of the functions for the employees throughout the ear: Christmas Party, Blood Drive or the Red Cross, Beginning Golf nstructions—Teenage, Boy Scout activities, European Tour, Teen Age arty, Office Dance, Men's, Women's nd Department Manager's Outings.

In all types of special promotions, is vital that the material be eye-atching, stimulating and concise. The ctivity should be stated as briefly, ccurately and colorfully as possible. he special promotions really serve as stimulus to the employee to make im desirous of obtaining detailed information. This information, of course, vould be readily available in the department.

For example, when we promote the Blood Donor Program, a unique one n the country, we begin by mailing BM cards, decorated with the Red Cross symbol, to each possible donor. All pertinent information is listed on he card.

All possible facilities are utilized in ublicizing the Drive. On the days of he Drive a Red Cross flag is in front f our plant. Small flags could de isplayed on the cafeteria tables to reind employees that the drive is in rogress.

Since this function receives a trenendous amount of publicity in the ocal papers, all that it really demands s a follow-up program.

Generally speaking, we try to get as nuch information to a majority of he employees with a minimum of aper work.

Since the employees of The Firetone Tire & Rubber Company number welve thousand, and are spread out ver four shifts, it is virtually impossible to use music, or costuming on plant-wide scale.

In a small project such as a teen-age lance, a beginning golf class, one night then resort to colorful table olders, skits, and perhaps costumes. Iowever, with a company as large as urs, the department finds that it is asier to spark interest through an nterested participant strategically lo-ated in each plant area. If we tried o promote interest through the meth-ds suggested in my topic, we would nly touch forty or fity people, most f whom would already be participating in the recreation program.

Therefore, it is my opinion that a "special promotions" outlined in my topic is not feasible in a large plant. If a luncheon program is planned to stimulate interest in a given recreation, then such tactics could be used. For example, if the Women's Division of Firestone Country Club wanted to interest more members in golf, they could invite the general membership to a luncheon, or a tea, etc., and use a golf theme, plan appropriate music, table folders and thus create an atmosphere of congeniality, which might well encourage many women to begin golfing. Skits on golfing could be used, parodies on the game, and many other activities, which "God Bless 'em" the ladies would love.

Here a special promotions arrangement could be used advantageously. However, for plant wide publicity, to spark new enthusiasm, to revivify old interests, the department feels that our purpose could best be accomplished by utilizing the media already covered by the panel: newspapers—plant, flyers, bulletin board material, displays and all communications both verbal and visible.

METHODS

JOHN O. PETERS, Production Manager, Western Machine Company, Milwaukee, Wisconsin.

Communications methods:

1. Word of mouth
2. Notices at time clock.
3. Send flyers home.
4. Plant paper (7% of information reaches people effectively).
5. Closed circuit TV.
6. Teletype.

JOSEPH J. RILEY, Public Relations and Recreation Director, Associated Spring Corp., Bristol, Connecticut.

How to pass information on events to come:

1. Personal interviews via chain of command.
2. Bulletin Boards—in charge of trained person. Feature only one notice at a time. Use colors—leave up three days at most.
3. Local papers—photographs of employees in release.
4. Radio—every 10 days.
5. Cartoons.
6. Departmental contact—word of mouth.
7. Public address system.

LICK THE PROBLEM

H. J. CHARRINGTON, President, Polymer Recreation Club, Polymer Corporation Ltd., Sarnia, Ontario, Canada.

One could call our present time the atomic age or the machine age or the age of automation. All of these may be true, but in addition it is also a time of much talk, whether all this talking is helpful or destructive is difficult to estimate. However, of this we may be sure—without the means, the capacity and the will to communicate, this thing we call our way of life cannot survive. Now in 1958 we hear talk of this Summit Meeting, and men around the world continue to wait nervously to see whether the East and West can find means of talking together, rather than reverting to a senseless dropping of bombs on each other.

Frankly my own impression is, and in this I am supported by Irving J. Lee who wrote the book "How to Talk with People" that the problem is not learning how to talk *to* others, but rather the critical thing is knowing how to talk *with* others.

Let's briefly outline some of the major problems in this business of talking with each other and perhaps we might even suggest in part solutions to these problems:

1. Misunderstanding results when one man assumes that another uses words just as he does. We are all so anxious to reply and so eager to have ourselves heard that we rarely do enough inquiring. We believe so surely that words have meaning in themselves that we hardly ever wonder what the speaker means when he uses them. As a partial solution at least to this we must learn how to define terms and how to ask others what they are intending to say. Don't blame the speaker alone for the misunderstanding. The listener is involved too. *It takes two to make communications!*

2. Trouble always arises when we contradict someone without first seeing what the speaker was talking about. This problem usually arises when general terms are used to describe specific situations. The most frequent and bothersome kind of disagreement arises when someone assumes that "if he doesn't see it my way he is a fool." What is important here is not that men disagree, but that they become disagreeable about it.

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3. Conflict in our conversations is compounded when one person takes another's difference of opinion as a personal attack on himself. So many of us seem not to realize that it is possible to quarrel on an issue without necessarily doubting the other's sincerity or his integrity. To face this problem and solve it involves an effort on the part of a critic to not in his words make any claims which are really attempts to manifest his personal superiority. This critic must reassure the person he is criticizing that the issue alone is the objective, not that either one of them should personally arise victorious.

4. We face a crisis in our communications when one person gets angry at another. Sometimes it blows over—sometimes it blows up. Angry men work against and not with each other. This is an awkward situation for a leader of a discussion group. It is somewhat useless to ask a man who is angry to inhibit his responses. What we must do—difficult as it may be—is to try and shift his attention to what it was that set him off. Somehow we must urge him to take one more look at the object of his anger.

Let's try and set out a few guiding principles, which perhaps should be recognized whenever we communicate one with the other. These will apply if we're talking of a simple man-to-man conversation and discussion or whether we are talking about a participative group discussion.

1. We must not try and tell other what to do and how to think. W should become more skillful at think ing along with them.

2. It is quite legitimate that speaker be eager and vigorous in hi own presentation, but he must b amenable and attentive when other speak.

3. The accomplishments of th group, be it 2 people or more, is th important thing rather than the ind vidual exploits of those who make u the group.

Communication in the final analysi is as simple as the Golden Rule, bu is also as complex as each individua The individual is the core of the com munication problem.

PANEL XIV

Industrial Recreation Predictions for the Future

CHAIRMAN: C. A. Benson, Employee Activities Director
Eastman Kodak Company, Rochester, New York

AS AN EDUCATOR

DR. H. D. EDGREN, Professor of Recreation Leadership, Purdue University, Lafayette, Indiana.

1. Because management will be asking, "What are the values of recreation?", the industrial recreation director will need to identify the potential values and then gear his program to achieve these values.

2. Industrial recreation directors should and will educate management that recreation leadership is both an art and a science—an art because of the techniques of leadership, and a science because it must be based on psychological and physiological factors.

3. The director will convince management that recreation is a full-time job, with a poorer job being done in recreation if he must also handle welfare and all extra, somewhat related activities.

4. The program of the future will not minimize present activities but will become more family-orientated and with many more co-educational events.

5. The director will not be content to provide only those activities that employees request but will expose employees to new experiences.

6. In the administration of his program, he will involve participants in the creation, planning and administration, and will use many more volunteers in leadership roles, particularly because of the value of leadership experience to the volunteer.

7. With the increase in intellectual level of the employee, there will be a greater demand and response to activities such as book reviews, forums, dramatics, concerts and travel.

NOTE: All of the above will identify the industrial recreation director as an educator, not as a servant, valet, or an equipment man.

THE AGE OF RECREATION

HUBERT HENDERSON, Assistant Director, North Carolina Recreation Commission, Raleigh, North Carolina.

No one can foresee or safely predict the future of this our growing field of service to our fellow man, that of Industrial Recreation. The faintest glimpse or fleeting glance into the golden horizon of the future reveals a grander and marvelous era for this, the fast-growing, ever-satisfying field of human service. The sign post of today, which is the mile post of the future blazes with the story of recreation, fa beyond our present sight or even ou fondest dreams.

Without a doubt the number an size of industrial recreation program will increase. More well-trained an qualified leaders will become a part o this great movement. The future de mands and will rightly obtain mor adequate salaries for all recreatio leadership.

The leadership of the profession wi take more pride and interest in thei own groups and thereby stronger an better professional recreation organiza tions will be supported. The NIRA wi be one of these, along with the ARS AIPE and other professional groups An increase in the cooperation an closer working for mutual interest o the professional recreation groups i very evident. The opportunity for ad vancement, the challenge for better pro grams, the increased knowledge an skills will all encourage the recreatio leadership to greater heights.

The recreation program of the fu ture will be more adequately finance and supported. With adequate financ ing will come adequate facilities t

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ieet the increased demand of the participants. Through the use of these facilities, a wider range of activities will erve an ever-increasing number of eople.

The facilities will be better constructed to meet the special needs of he program and of necessity will be arger. There will be a tendency to use acilities which exist and not to duplicate facilities, just for the sake of acilities. Public, private and commercial facilities will be used to upplement industry's facilities.

All activities of the recreation program will see an increase in participants. The types of program which will how great increase and popularity will e: family recreation, crafts, camping, eekend trips, extended tours, water ports, winter sports, nature activities, such as hunting, fishing and boating) nd programs for special groups. The pecial groups will include programs or the retired, youth and handicapped.

Industrial Recreation will stimulate ommercial recreation, which serves ndustry. Examples of commercial reeation which will flourish, are such acilities as skating rinks, bowling alys, lakes and hunting areas.

Industrial Recreation can and should xpect to see an increase in the number f state agencies or commissions, at he state level, to promote recreation. Within these State Recreation Comissions, recreation specialists will deote their full time to Industrial Reeation. This recognition of Industrial lecreation at the State level will be ne indication of the place and mportance of Industrial Recreation.

In the future, management will inreasingly recognize Industrial Recreaion as being as important to manageent as safety, public relations, or ommunity relations.

The stress of living in the space ge places more and more value on ecreation as a factor in the developent and retention of happy living. he space age is the age for recreation. Ve welcome its arrival!

TREND TO CULTURE

OHN E. FINN, Director of Inlustrial Relations, Bell Helicopter Corp., Fort Worth, Texas.

As a personnel administrator, I have ong since accepted the fact that fair vages, shorter hours and good working onditions are not enough to solve the uman relations problems existing in industry today and I am fully aware of the importance of recreation in satisfying the human needs of employees. Those of us who share this philosophy realize that employees are socially minded people and that attitudes, desires and needs, if you will, are constantly changing with society. The recreational activities of yesteryear, in many respects are considered "square" today by the younger generation. What then of tomorrow? On this subject I have a few general predictions based on my observations in the over-all industrial relations field.

First of all, inasmuch as I represent a Texas company, I would predict that recreation in general will get "bigger and better" as the saying goes—especially in Texas. I am sure all of you will agree with me after today's visit with the Convair group at their recreation area. Because management has become more aware of the importance of recreation, programs will be better staffed and better financed.

Secondly—I would predict that more and more emphasis will be put on "recreation for the whole family" rather than for employees alone. By this I do not simply mean more picnics, outings, etc.—but all sorts of recreational pursuits involving the whole family, both collectively and individually. We who deal in labor relations have come to realize that if mamma and the kids are happy—if they know more about the Company, if they participate in and enjoy Company-sponsored activities, if they come to know and appreciate the management—it follows that Dad is happier on the job, we have fewer labor problems and better community relations.

Thirdly, speaking purely from the sociological viewpoint, I would predict that in general our recreational activities will tend to lean toward the cultural rather than the purely physical or purely social. With the continuing progress toward the shorter work week, all-electric households, jet aircraft, advancement in medical care, etc, the people of today and those coming along tomorrow will be required to spend less and less time on work and will have more leisure time. History will support the fact that when large numbers of people have time to develop their personalities and interests to their fullest extent, society in general reaches a higher level of culture. With this in mind, I would suggest that people will utilize their leisure time effectively in pursuit of knowledge that will enrich their lives. For this reason I believe that activity groups such as orchestras, bands, book clubs, art clubs, Little Theater groups, and "learn to do it yourself" activities such as courses in ceramics, interior decorating, photography and the like will be very popular. This approach obviously requires the recreation staff to "merge" with the "training staff" in order to successfully accomplish these programs. Other courses such as "personal economics", "family management", "Child Psychology", and many more of this type should show remarkable interest.

Again from the purely sociological viewpoint, I believe that special emphasis will be placed on recreation designed for those older workers and retired workers.

I predict that great strides will be made in measuring more accurately employee attitudes and desires so that our recreation programs can truly satisfy the needs of our people.

Certainly there will be a marked growth of NIRA and other recreation associations.

We in industrial relations work are constantly reminded of our many and varied problems. In closing I am reminded of a philosophy I heard expressed fairly recently in a so-called "brain-washing" class and it is simply this: "There are no such things as problems—they are only opportunities for solutions."

SPECIALIZATION

H. S. NAISH, Chief of Employee Services and Safety, Convair, Pomona, California.

One of my favorite athletes, who is also famous for his special brand of humor, is Satchel Paige, the perennial baseball pitcher who admits to a young 45, but is probably closer to a healthy 60. Asked for his formula for longevity and virility he said, "1. Only drink pure whiskey. 2. Get plenty of shuteye, and 3. Never look back, something may be gaining on you".

This to me is very appropriate in view of this panel's assignment. Only, in order to look into the future and predict what is to come in the field of recreation, it is essential that we examine the past, to determine 1. what needs changing, 2. what will necessarily change because of outside influences, and 3. what is to be gained by these changes.

A growing recognition of the funda-

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mental importance of recreation in the life of the industrial worker is evidenced by the increasing number of business and industrial organizations which have inaugurated employee recreation programs since the beginning of World War II. A number of colleges and universities through the United States have established one or more courses in industrial recreation.

Why this expansion? Industry has constantly been recognizing the fact that man is a complex dynamic machine. When he is happy, his productive abilities are almost unlimited. When he is unhappy his productive capacity is at its lowest ebb. Production hours lost are profit dollars lost.

We in recreation have a task of creating in the mind of the workers a better attitude toward the job. As industries grow larger, the relationship between employers and employees become more and more impersonal.

A most important factor is the changing nature of the job itself.

We now face the challenge of the rapid advance in science and technology and an era of mass production. No longer does the worker perform a variety of tasks during the day's work. His work has become machine-like and monotonous.

There is nothing more characteristic of recreation than the limitless form and way in which it is expressed. Recreation is an essential part of everyone's life and takes its place among the other basic needs of the individual such as work, religion and the like.

There are many rewards which grow out of recreation beyond the invaluable gain of achieving personal satisfaction. They are rewards that make life richer and happier. Among recreation's many by-products are the educational value which results from the sharpening of the skills and the understanding and application of beauty and knowledge to the world in which we live and the place in which we work. Rewards that improve character and good citizenship and thus help to strengthen the democratic way of life.

Recreation has made tremendous strides in the last 20 years. What is the future for this field of ours? Like every other phase of activity on the American scene, recreation will forge ahead to greater heights of perfection and service.

If I must make with the crystal ball routine and make my personal predictions for the future of industrial recreation, I would say the following:

1. As the leisure time of the American working man increases, his appetite for leisure time activities will correspondingly increase. No longer will the routine activities usually incorporated into a company's program suffice. He is going to require freedom of choice. You will have to provide for its expansion and meet the need for new interests.

2. Recreation for retirees. Most companies now have some kind of retirement program whereby some income is guaranteed to all employees after the time arrives when they can no longer be gainfully employed. In the future companies will include, as an employee benefit, lifetime membership in their recreation associations. This opens a completely new field in industrial recreation. Careful consideration must be given to the physical limitations of our retirees. Healthful, relaxing activities are plentiful for people in these age brackets. But they will require special attention, supervision and guidance.

3. Recreation will become a more highly specialized field. In companies where recreation is now being handled as an added function, it will be handled on a full-time basis by a qualified, trained person.

4. More companies will acquire complete recreational areas, equipped with adequate facilities to handle the needs of their people.

I further predict that you, the men and women of recreation, many of whom performed yeoman's work in pioneering our profession, will continue to contribute unselfishly of your time and talents to insure that the future of industrial recreation will be what we want it to be—a credit to our companies, our industries, and ourselves.

UNPRECEDENTED GROWTH

KEN KLINGLER, Assistant Personnel Director, Consolidated Electrodynamics Corp., Rochester, New York.

First of all, let us look at the present. We need to review our economic situation as it exists today. Certainly no one here will disagree with the fact that we are currently in a very serious business recession. The seriousness of it and the extent to which it affects everyone is dependent upon which area of the country you are talking about. An extensive amount of unemployment has spread to all parts of the country and in all kind of industries. Now, let us not kid ourselves about the situation as it exist today. The survival, the continuanc and the growth of employee recreatio programs is dependent upon changin business conditions. The pictur should not, however, be considere entirely in a dark light, because ther are some progressive managements wh take a realistic viewpoint of the situ tion. Such as the top managements c three large companies who made thes factual statements to their recreatio directors: "In these times of recessio and unemployment, we must maintai more than ever the continuance of ou employee recreation program". "I fact, every effort should be made t increase the availability of facilitie and activities for our employees an their families." "This is to be don even if it results in the need for a additional subsidy from the company. With this kind of concern on the pa of some managements, we can all fe assured of a "progressive outlook fc recreation in the future." Regardle of apparent changes, both economicall and recreationally, recreation in indu try, is here to stay as a fixed segmer of any successful employee benefi program.

During the past 15 years, with th ever-increasing amount of leisure tim available to our people, there has bee a tremendous growth and expansio in the number of employee recreatio programs nationwide. Based on thes facts and my earlier comments, I fe confident in predicting that this sam expansion will continue regardless c present-day conditions. We can als expect to see a decided increase i "recreation research" and a greate number of colleges and universitie providing industrial recreation course

One of the biggest problems facin all of us in the recreation field the dwindling amount of so-called su plus space available for the constru tion of new sports and recreation facil ties. During the American revolutio there were 600 acres in the Unite States for every individual. Statistic show that in 1957 there were approx mately 10.5 acres for each perso Where will the predicted 220,000,00 Americans of the next few years play The answer lies in what provisions w make for the expansion of our recre tion facilities in the immediate futur Available figures show that there going to be a basic need for at lea

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0% more facilities if we are going accommodate the anticipated in-ease of participation in our indus-ial recreation programs of the future. At the same time, we must keep in ind that an increase in population certain to bring considerable growth participation. We can get some idea what this will amount to by just viewing briefly the one activity of olf. Recent survey figures on this one ort showed a total of 5,100,000 par-cipating in 1956 with a prediction r 1966 of an increase to 10,000,000 articipants. At the California Rec-eation Conference in Fresno, Rex IcMorris of the National Golf Foun-ation stated there had been an in-rease of 3½ million rounds of golf 1957. This was due to more women laying than ever before. Also, last ear there were 5,000 daily fee courses operation in the nation. It is pre-icted that by 1960 there will be 6,000.

Before concluding, I want to touch riefly on our own National Associa-on, NIRA. At the annual meeting on Vednesday afternoon, you will hear eports from your Executive Commit-ee which will give concrete evidence f the fact your Association has con-nued to show improvement and rowth. The release in January 1958 f RECREATION MANAGEMENT is ositive evidence of the optimism of ur Directors and a well-founded belief the loyalty of our members.

Looking at the Industrial Recreation icture generally, I feel that the re-ession has definitely slowed its growth t the present time. But, irrespective f this and the unemployment, I would enture to predict for Industrial Rec-eation of the Future:

1. Increased interest by industry in mployee activities programs.
2. Greater active participation in all mployee activities.
3. Building of considerable more ecreation facilities.
4. NIRA to improve and increase ervices.
5. Increase in new company mem-ers to the high figure of 400, for the rst time in the history of NIRA.
6. A closer understanding with the llied professions of Personnel and ndustrial Relations.

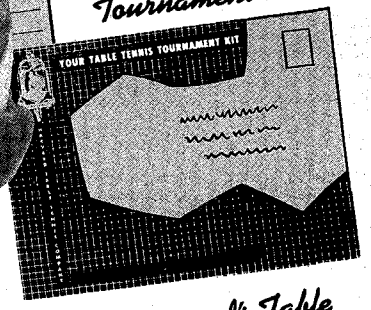
And finally, I will predict an unpre-edented growth in our own programs nd that of NIRA, just as rapidly as here is a change for the better in our verall business picture.

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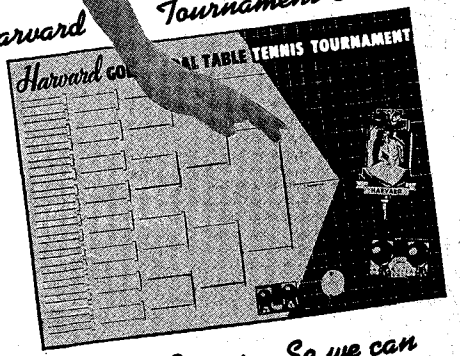
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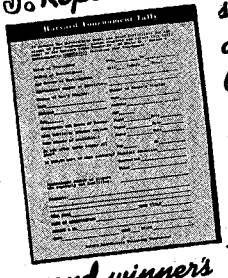
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KEY SPEAKERS

The Values of Competitive Athletics

by DARRELL ROYAL
Head Coach, University of Texas

I have found that there are four keys to success in competitive athletics. They are:

1. Preparation—there is no such thing as luck in athletics. Luck is what happens when preparation meets with opportunity.

2. Specialization—the world is willing to pay for the guy who knows where and when to hit.

3. Perspiration (Work)—anything worth having you have to work for. Nothing comes easy. What I gave, I have. Attack a job—don't be afraid to fail, overcome your errors. Know the difference between "come here" and "sick 'em".

4. Inspiration—Praise and a pat o the back, coupled with enthusiasm, g much further than the "I shout, yo jump" method.

Competitive athletics have man carry-over values such as sportsman ship, learning to give and take, team work, health, and some of the happies moments of your life, to say nothin of thinking under fire.

You get back what you put out i preparation, specialization, perspira tion, and inspiration.

I have only one complaint regardin competitive athletics and that is tha we do not have enough of them for al ages.

Advancing with the Times

by AUGUST C. ESENWEIN
Vice President, Convair

It is a real pleasure to meet with you this afternoon to discuss this increasingly important matter of INDUSTRIAL RECREATION.

I'd like to mention at the outset that our recreation group—The Convair Recreation Association—has been outstandingly successful. On a widespread basis, it has fostered better employee relations and better public relations.

In fact, here's what Fort Worth PRESS Editor Walter Humphrey recently wrote in his "Hometowner" column. (I quote.)

"One of the fabulous enterprises of this community is the Convair Recreation Association. It is a complete city recreation department in itself, wit extra trimmings.

"Yes, this is an amazing place Think what these Convair folks ar doing for themselves and their fami lies. After all, aren't these facilitie lifting a burden from the City's ow public recreation facilities? This is magnificent contribution to their wel fare and to the community itself. Goo citizens, these Convair people. An they're not always asking for things they're giving and they're doing th things themselves. Makes one righ proud." (Unquote.)

I think you'll agree this is the typ

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Youth Fitness— A Challenge

by DR. SHANE MacCARTHY
Executive Director
President's Council on Youth Fitness

The problem today across the nation is too little participation and too few fit. We have let recreation become automatic. We are not living or selling fitness. It must be sold the year around.

It is encouraging that industry more and more is recognizing its employees as human beings with specific needs. It is taking inventory on the fitness record of its employees, assets such as agility and stamina are vital in an age of luxuries, pills and push buttons.

Today's password is "Semper Paradus" (Ever Prepared) which with its apprehensions of an all-out war of survival, places a high priority on keeping fit. With less and less physica activity in our daily living chores we, as recreation authorities, need t live what we preach, fitness can no be turned on and off.

Get into shape by training, an this means all the employees whos physical welfare you are charged fo Science and research mean nothin unless you have fitness too. There i no better way of keeping fit tha through an individual recreation pro gram looked at in the proper perspec tive.

Do you realize, you are living on th fitness dividends accumulated durin

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public relations and advertising that oney can't buy.

And it is a fitting tribute to the onvair employees . . . for these are ıe people who helped conceive CRA, ho run it, and who spend thousands volunteer hours operating it. In fact, early a thousand of our people volun- ered their Saturday morning here re- ıntly for a CRA spring cleanup.

And, of course, we hope to improve ı our CRA program even more.

In fact, we in the aircraft business ıust habitually think about speed. It ıight be appropriate to think of our ıdustrial relations program as a super- ınic program, for we try to make it s up-to-date as the products we build.

Our present product—perhaps you've ard of it, the B-58 Hustler—be- ıeaks our scientific achievements. It is ıe world's first supersonic bomber.

In developing this plane over the ast few years, we've had to build a irtually automatic plane, an airplane) sophisticated it has pushed Convair nd its subcontractors to the very limit f their technical know-how—and then ıme.

But we feel we've made equally momentous "breakthroughs" in our industrial relations program.

We have progressed steadily in our industrial relations program—labor relations, safety, etc.—but the progress of our recreation program has been particularly rapid in the past decade.

Very briefly, and chronologically, here's what we've done: in 1949 our employees formed the Convair Recreation Association. Their slogan: "People who play together, work well together." The Association is open to all Convair employees. It is financed by profits from company vending machines.

In 1955, the Association leased 83 wooded acres of land, built a 14,000 square-foot recreation building and 10,000 square-foot patio for $190,000. Then CRA added baseball diamonds, picnic and boating layouts and other recreation facilities.

Our employees now participate in 35 activities—from bridge to baseball. All these activities were suggested and approved by the employees themselves.

So, while we have made sizable scientific strides, I feel justified in saying that we have kept the pace in providing modern recreation facilities.

What we have tried to gain is a BALANCE. A balance between scientific progress on the one hand, and managerial efficiency on the other. By managerial efficiency I mean this. I think that we must realize that effective management must not only turn out better products at a profit, but it must constantly seek new and better ways to deal with its employees.

This balance we seek is a lot like the song writer's notion about love and marriage: "You can't have one without the other."

Things are happening fast these days. We spoke of the B-58 a moment ago as the nation's most modern bomber. But even now, design engineers have on their drawing boards the "Upstream" weapons of tomorrow—which include hypersonic global bombers and space vehicles. They very likely will make a piker out of Buck Rogers, and they could, in a relatively short time, make our own B-58 the Model-T of the airways.

As a matter of fact, progress seems to be the order of the day throughout

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lcCarthy, continued

our youth. As you hit the middle ban of years your fitness quota dete- iorates unless you have kept up a rogram of planned exercise, recrea- on if you will, in your everyday chedule.

Despite the obvious, we insist on aking our own youth passive and in- ctive. Modern-day conveniences have educed today's youth to soft, flabby hysical specimens hardly able to play game of tennis. Which is better, for ıe United States to win medals in the 960 Olympic Games in Rome or lose ut in the fitness at home. We must meet ıe challenge of total fitness as a nation ith a program geared to our high andard of living, ease and inactivity.

WE CAN SIT AND RUST AND OT or we can design programs that ill motivate our youth to develop in ody as well as mind.

NIRA is tailored for fitness, why not evelop a program that can be adapted y your members in each of their cations. This means facilities for ompetitive sports. After all, one of ıe basic drives is to participate, help our employees develop the skills if ecessary. They want to be active and re looking for you to furnish the incentive. Look on your program as a laboratory for fitness and much more can be done with less. Try demonstrations, films and preach, if you will, the gospel of fitness. Stress on your employees to make their children fitness conscious. Yes, make their community fitness conscious through a good plant program.

I for one would like to see NIRA write a real chapter in American fitness, one that will help this nation be ready for survival if necessary.

Go to it and GOD BLESS YOU!



IT'S

Philadelphia

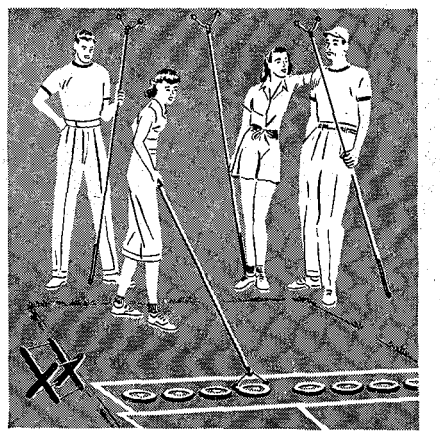
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the land. Economists are predicting that we'll have revolutionary new ideas, new processes, and new products to go along with a bumper crop of babies in the decade of the 60's. One big corporation, for example, has said that it expects that 80 per cent of its output 10 years from now will be items not developed today.

We know that in technology, we must keep constantly abreast of the trends . . . what's new in methods, techniques, materials and machines. All these factors, and quite possibly many others we can't foresee, will affect our products and production.

Likewise, these trends will have some effect on our personnel policies. By carefully planning ahead, we may be able to shape an industrial recreation program which will mesh with all of our needs in the years ahead.

We know, for example, that the average American worker of 1958 has about three times as much leisure time as the average American of a century ago.

This has been made possible by a number of things. But mainly it was brought about by man's increasing technical ingenuity.

So while the average American worker of 1958 has a higher standard of living and more leisure time than his 1858 counterpart, he is not creating as many things with his hands as he used to. In other words, he's not deriving the "Pride of Craftsmanship" that the artisans of a century ago did.

There might be a tendency to shrug it off and say: "Well, that's the way it goes. That's just one of the prices we have to pay for having two cars in the garage and two chickens in every pot."

But you and I know this offers no real solution. We know that a worker needs to feel he's building something useful, and that he's got a personal hand in it.

Management can't shoulder the entire responsibility of gratifying this need to create. But it can help a lot. We believe that our CRA people recognize this problem and are trying to do something about it.

That's why they've built a well-rounded program . . . a program which gives equal attention to the social, cultural, physical, and outing-type activities. Naturally, group and team activities remain very important, because we know that man is gregarious by nature, and he likes group activities.

As a matter of fact, I constantly find myself pleasantly surprised at the diversity of CRA activities.

Things such as reading programs, sculpturing, art, ceramics, and the like are coming in for more and more attention. The reason is, these things tend to give our employees CREATIVE satisfaction off the job, which they may be getting to an increasingly lesser degree on some repetitive-type operations on the job.

In this way a good industrial recreation program can help make the employees' leisure hours more meaningful.

It has been demonstrated that there is no particular virtue, per se, in having more leisure time. On the contrary, additional spare time, improperly spent, has in many cases resulted in widespread employee dissipation and an attendant drop in efficiency.

And here's something else that you as industrial recreation policy makers can think about . . . another TREND if you please. This is the rather pleasant prospect of a longer life for the average American.

This means, of course, that on the average, he'll enjoy a longer retirement. Whether or not it's a happy, well-adjusted retirement depends largely on whether he's prepared for it. Many aren't.

Because of this, many progressive recreation groups are building a recreation program which can develop useful hobbies. If a worker can acquire self-oriented avocations during his active working years, chances are he will make more out of his retirement.

Now, despite our shrinking work week, industrial recreation will have to take a long look at another problem, a rather unusual one.

You'd think that in a land where people are cultivating leisure as a major industry, you'd find a more relaxed, easier-going society. But it just ain't necessarily so. The average American worker seems to go all-out at almost everything he does.

William Atwood, LOOK magazine foreign correspondent, summed it up pretty neatly when he said: "If you define work as the sum total of energy-consuming, tension-building activities to which he (the average American) daily commits himself, then it is accurate to say that the average American works a lot harder at living (if not making a living) than anyone else."

In short, Mr. Atwood has referred somewhat facetiously to this fight for a place in the sun as the All-American rat race, which he says is taking it toll in strain and anxiety.

The good part about the race is tha it has given the average American hi highest standard of living ever. Wha is bad about the All-American rat rac is the price in strain and anxiety tha Americans are paying for their mate rial abundance. The United States ha a shockingly high rate of alcoholism homicide, and drug addiction. On th industrial scene, these stresses an strains are undoubtedly manifested i absenteeism, problem employees, an low production.

As you know, the statistics on menta health are becoming a little bit mor shocking each year. According to th latest, at least nine million American —one in every 16—are now sufferin from some sort of emotional disorder Mental illness costs American taxpay ers over $1 billion a year. We can onl conjecture as to what it is costing us i business and industry.

It's quite obvious that more Ameri cans are spending more hours in extra curricular activities than they eve have.

But it's equally true that an appal lingly large percentage of our populac hasn't learned how to play. The haven't learned how to stand back oc casionally and watch, rather than be part of, the All-American Rat Race.

Bemoaning this sad state of affairs Dr. William Dock, Cardiologist fron Palo Alto, Cal., recently said "Goin to or returning from work often pro vides the most intense physical effor of the day for the average American."

Many of these people have been af flicted with what someone has calle "Spectatoritis"—spectatoritis being th desire to sit and watch rather than par ticipate. This doesn't mean that there' any objection to someone's preferrin tiddleywinks to tennis, or bridge t bowling. "Spectatoritis" means peopl who are neglecting any type of recrea tion out of sheer inertia.

Modern contrivances have helpe some people get this way. The usua dog fight for the 50-yard line bowl game ducats has largely given away t an afternoon before the television se And manufacturers have now ver thoughtfully provided push-button sta tion-changers, so that to change game at half-time, a viewer doesn't even hav to get up off his couch. It conceivabl could reach the point where a ma spends most of his working hours push ing a button, and many of his week

continued on next pag

ntinued from preceding page

nd hours in the same routine.

And in addition, we can now bowl, olf, play tennis . . . and get lots of her vicarious thrills, all from the one position in our living room.

Now I would be the first to admit at television affords wonderful re-xation. I would also confess that the ive to and from work does constitute pretty rigorous daily workout.

But I think you'll agree that these en't enough for the worker who must e with the pressures of society, and ho must balance the demands of job, mmunity, and home without ruining s health and disposition.

There is good reason to believe at improper recreation is at the ot of many of our employee roblems.

For instance, a recent two-year re-rt by the Industrial Health Board of reat Britain revealed that lack of suf-ient recreation may be the cause of least 20 per cent of absenteeism in ngland.

Now obviously, industrial recreation n't solve all the health problems of dustry, but it can HELP.

I believe the formation of numerous nployee recreation programs since orld War II attests to the new em-nasis on recreation for the individual. shows that recreation is now recog-zed as a very necessary part of an dividual's weekly routine.

Indeed, you might say that in-ustrial recreation has made a ery substantial beachhead in merican business and industry . . and appears ready for a sus-ined offensive.

I repeat, I think one of our biggest allenges will be to keep our indus-ial recreation program geared to the nes.

Only in this way can we in business d industry hope to sustain a progres-e, effective industrial relations pro-am. It is the only way to insure that r program is based on the eternal angle of people, products, and profits . . with people serving as the very sis of our organization.

At Convair we're attempting to keep r program timely through a sort of e-year plan of our own. We're in-ding in our blueprint for the future gymnasium, theater, and activity rkshop. And we try to keep the plan xible enough to allow for any con-gency.

We feel this is one of the very best vestments we can make in our em-ployees . . . and incidentally in the future of our company.

Our position is roughly this. We know at Convair that we'll have to make technical advances every day of the year, every year, if we're to stay in business in this space era. Probably the same situation exists in your bailiwick.

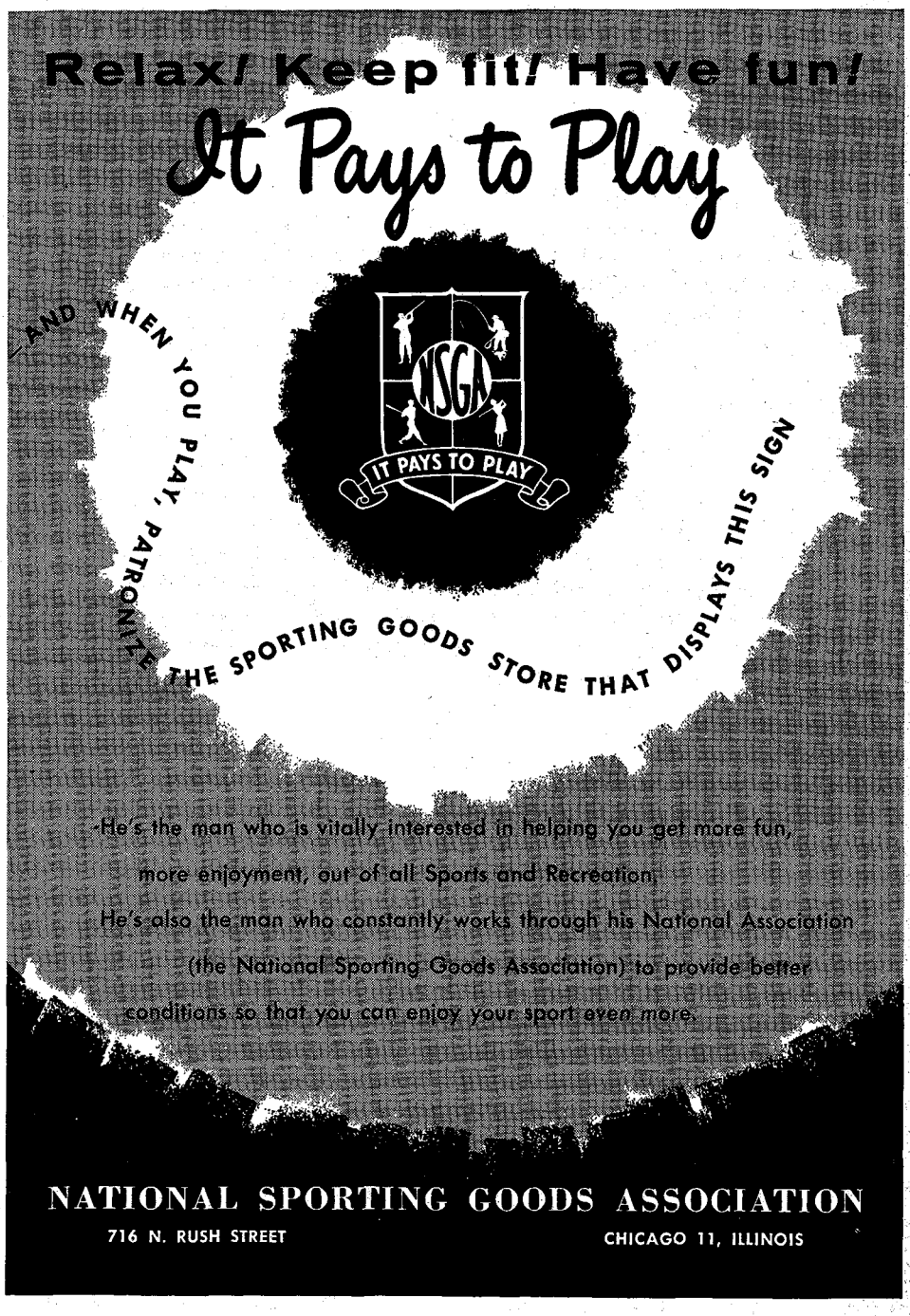
In conclusion, I'd like to point out that conferences such as these can be of inestimable value. It gives you a rare opportunity to exchange information and ideas—which may help shape the policies of your own company's recreation program.

You and I both know the tremendous future responsibilities that we face in the field of industrial relations.

Certainly industrial recreation is already an important segment of any industrial relations program. And it promises to become infinitely more important in the busy years immediately ahead of us.

I know you will accept the challenge as you have in the past—with intelligence and zeal.

Good luck to you and may this be your biggest and best conference yet.



National Industrial Recreation Association

BYLAWS

ARTICLE I—NAME

Section 1—Name: This Corporation shall be known as the National Industrial Recreation Association. It shall be a non-stock, non-profit corporation.

Section 2—Offices: The principal offices of the Association shall be in such locations as may be determined by the Board of Directors from time to time.

Section 3—Insignia: The Association shall have such official insignia as the Board of Directors may determine.

ARTICLE II—PURPOSE

Section 1—Aims and Objectives: The aims and objectives of the Association shall be to further the development of employee recreation as a benefit to the community, to industrial and commercial firms and to their employees; and as a means of improving relations between management and employees and between the employees themselves.

In order to effectuate these purposes, the Association shall serve as a clearing house for the dissemination of information and ideas on employee recreation; shall assist its members in the solution of their specific recreational problems; and shall perform such other services as may be required to bring about better understanding and acceptance of employee recreation.

ARTICLE III—MEMBERSHIP

Section 1—Classification of Membership: Membership in this Association shall be divided into seven (7) classifications, as follows:

Class A—Company memberships shall be available to those industrial and commercial firms and corporations or the employee recreation associations thereof, who are interested in the development and maintenance of employee recreation facilities and programs.

Class B—Individual memberships shall be available to individuals interested in Association activities and objectives who are not connected with an industrial or commercial firm or corporation or an employee organization.

Class C—Associate memberships shall be available to industrial and commercial firms and corporations and to trade associations or other organizations interested in the growth of employee recreation or in contributing funds for the development of specific projects or phases of employee recreation programs.

Class D—Affiliate memberships shall be available to other associations or organizations whose purposes are consistent with or related to those of this Association. These may include local amusement parks, sporting goods dealers, bowling establishments, etc.

Class E—Honorary memberships may be conferred upon persons rendering outstanding contributions to the industrial recreation movement, or related fields.

Class F—Student memberships shall be available to students majoring or minoring in the field of employee recreation at a college or university where such training is offered, and where a student chapter of the National Industrial Recreation Association has been established.

Class G—Industrial Recreation Council affiliation memberships are open to cities who have organized councils or associations comprised of business and industry in a given area.

All applications for membership shall be subject to the approval of the Executive Committee.

Section 2—Membership Fees: Annual membership fees in the Association shall become due and payable on acceptance of a membership and thereafter on the first day of the calendar month following the anniversary of the original acceptance of the membership according to the following schedule:

Class A—Company Memberships:	
Companies with less than 1,000 employees	$ 25.
Companies with from 1,001 to 5,000 employees	50.
Companies with from 5,001 to 10,000 employees	75.
Companies with over 10,000 employees	100.
Class B—Individual Memberships	15.
Class C—Associate Memberships (In addition to this fee, Associate Members may with the approval of the Executive Committee, contribute grants-in-aid to the Association for development of specific projects or phases of employee recreation programs).	250.
Class D—Affiliate Memberships	100.
Class E—Honorary Memberships	No f
Class F—Student Memberships	1.
Class G—Industrial Recreation Council Affiliation	15.

Section 3—Rights and Privileges of Membership: All members the Association in good standing shall be eligible to all rights a privileges of membership as established by the Bylaws and, fr time to time, by the Board of Directors, except that:

(a) Company members shall have the sole right to vote on affa of the Association through their duly designated and credited representatives at the rate of one vote per memb ship.

(b) Duly authorized officers or executives representing Compa members shall have the sole right to hold an elective office directorship of the Association. This right shall automatica terminate 60 days after an officer or director ceases to be the employ of the company he represents, unless within days he again becomes the representative of a Compa member.

(c) Non-voting branch and/or division firms are not eligible vote or hold office.

(d) Not more than two members of the Board of Directors sh be from the same member company or its subsidiaries.

(e) If the designated company representative is unable to atte the annual meeting, it is the member company's duty to not the executive secretary *in writing* 24 hours prior to the annu meeting, and the individual voting in his stead must be *e ployed* by the member company for which he is voting.

Section 4—Delinquency and Termination of Membership: Any me ber failing to pay annual dues within ninety (90) days after due d shall be considered delinquent and dropped from membership in t Association. Memberships terminated by reason of delinquency m be restored within the ensuing year upon payment of one year's du from the beginning of the delinquent period, upon the approval the Executive Committee.

ARTICLE IV—OFFICERS

Section 1—Officers: The officers of this Association shall be Preside four (4) Vice-Presidents, a Treasurer, Director of Research a Education and an Executive Secretary.

(a) The President and four Vice-Presidents shall be elected fr the Board of Directors by the Members in good standing hereinafter provided.

(b) The Treasurer shall be appointed by the President, with approval of the Board of Directors, following the ann election of officers.

(c) The Executive Secretary shall be appointed by the Execut

continued on page

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Committee, with the approval of the Board of Directors, and shall hold office until his resignation or removal by the Board of Directors.

(d) The Director of Research and Education shall be appointed by the President, with the approval of the Board of Directors, following the annual election of officers.

Section 2—Duties of Officers Generally: The duties and powers of the officers of the Association shall be such as are by general usage indicated by the title of the respective offices except as may be otherwise specified by these Bylaws or prescribed by the Board of Directors.

(a) President: The President shall act as presiding officer of the Executive Committee, Board of Directors and general meetings of the Association. He shall perform such other duties as are by general usage indicated by the title and specified or prescribed by these Bylaws or the Board of Directors.

(b) Vice Presidents: Each Vice-President shall be placed in full charge of a specific phase of the general program of the Association, with the approval of the Board of Directors, and shall perform such other duties as may be prescribed.

(c) Treasurer: The Treasurer shall have general supervision over all funds and assets of the Association and shall cause to be kept full and accurate records of all receipts and disbursements. He shall render to the Board of Directors, at periodic intervals, an account of the financial condition of the Association and shall prepare and submit for approval of the Board of Directors the budget of the Association. The Treasurer shall also perform such other functions as the Board of Directors may direct from time to time.

(d) Executive Secretary: The Executive Secretary shall, with the advice and counsel of the President, Executive Committee and Board of Directors, be in charge of the operation of the Association's executive offices and shall be responsible for and empowered to conduct details of Association operations according to policies and regulations established by the Board of Directors. He shall be a member, ex-officio, of the Board of Directors, Executive Committee and all other committees and maintain full records and minutes thereof. He shall give notice of all meetings of members or Directors when and as herein provided and shall perform such other duties as may be prescribed by the Board of Directors from time to time. The Executive Secretary shall be bonded to an amount established by the Board of Directors. The Executive Secretary shall be required to report to the Board of Directors annually as to the progress of the Association since the last annual meeting.

(e) Director of Research and Education: The Director of Research and Education shall, with the advice and counsel of the President, the Executive Committee and the Board of Directors, be in charge of all research projects and educational activities of the Association and shall perform such duties as may be prescribed by the Board of Directors from time to time.

Section 3—Vacancies in Office: If the office of President or any other elective office of the Association become vacant by death, resignation, disability or otherwise, the Executive Committee shall nominate one or more persons for the unexpired term for which the vacancy exists. Names of such nominees shall be submitted by referendum to the Board of Directors of the Association and all votes must be cast within the period specified in the notice of the referendum vote. No nominee shall be declared elected to the vacancy unless he shall receive a majority of the votes cast by Directors of the Association. In the interim period the office of President shall be filled by the immediate Past-President.

Section 4—Term of Office: All elected officers of the Association shall serve for a period of one year or until their successors are duly qualified and elected. The Treasurer shall serve a like term or until his successor has been appointed. The President of the Association shall hold office for a one-year term only.

ARTICLE V—DIRECTORS

Section 1—Number of Directors: The control of this Association shall be vested in a Board of Directors which shall consist of sixteen (16) members of the Association in good standing, the Treasurer, the immediate Past-President, and the duly appointed Director of Research and Education.

Section 2—Duties and Powers of Directors: It shall be the duty of the Board of Directors to control and direct the affairs of the Association and its property. It shall have the power to perfo such other functions as are generally indicated by its name a do all lawful acts and things as are not, by these Bylaws, direct to be exercised by the members.

Section 3—Vacancies on the Board of Directors: If, for any reas whatsoever, a Directorship of the Association becomes vacant, t Executive Committee shall nominate one or more persons for t unexpired term for which the vacancy exists and submit such nor nations to the Board of Directors for referendum vote. No nomin shall be declared elected to the vacancy unless he shall receive majority of the qualified votes cast within a period specified in t notice of such vote.

Section 4—Term of Office: The elective directors of the Associati shall serve for a period of two years or until their successors a duly qualified and elected, eight directors (one from each of t following eight geographic regions) to be elected at each annu meeting.

Section 5—Eight Geographic Regions: For voting purposes the eig geographic regions of the United States, Canada, Saudi Arab and Mexico, are as follows: (See map on page 4.)

Region One (East): The States of Maine, New Hampshire, Vermo Massachusetts, Connecticut, Rhode Island, New York, New Jers and Saudi Arabia.

Region Two (Mid-East): The States of Pennsylvania, Marylan Delaware, Ohio, Kentucky, Virginia, West Virginia and Distri of Columbia.

Region Three (Midwest): The States of Michigan, Indiana a Illinois.

Region Four (South): The States of Tennessee, North Carolin South Carolina, Mississippi, Alabama, Georgia and Florida.

Region Five (Northwest): The States of Wisconsin, Minneso Iowa, North Dakota, South Dakota, Nebraska, Montana, Wyomin Washington, Idaho, Oregon and Alaska.

Region Six (Southwest): The States of Kansas, Missouri, Okl homa, Arkansas, Texas, Louisiana and Mexico.

Region Seven (West): The States of California, Nevada, Uta Arizona, Colorado, New Mexico and the Territory of Hawaii.

Region Eight (Dominion of Canada): The Provinces of Albert British Columbia, Manitoba, New Brunswick, Nova Scotia, Ontari Prince Edward Island, Quebec, Newfoundland and Saskatchewa

ARTICLE VI—MEETINGS

Section 1—Annual Meeting: The time and place of the annu meeting of the Association shall be determined by the Board Directors or, at their direction, by the Executive Committee.

Section 2—Special Membership Meetings: Special meetings of t membership may be called by the President with the approval the Board of Directors, by the Board of Directors, or by a elected officer of the Association at the written request of n less than forty (40) per cent of the members in good standing.

Section 3—Directors' Meetings: The Board of Directors shall me on dates to be determined by it, upon call of the President, or any elected officer of the Association at the written request not less than forty (40) per cent of the qualified Directors.

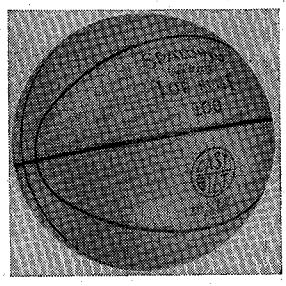
Section 4—Notice of Meetings: Notice of all meetings of the A sociation or its Board of Directors must be issued by the Executi Secretary not later than thirty (30) days in advance thereof. such be a special meeting, said notice must be accompanied by statement of the purpose of such meeting and no other busine shall be considered other than that specifically stated.

Section 5—Quorum: A quorum for any duly called regular special meeting of the Association shall be twenty (20) per ce of the members in good standing. A quorum for any regular special meeting of the Board of Directors shall be a majority the qualified Directors. A simple majority of the accredited vot cast at any regular or special meeting of the membership or Boa of Directors shall be necessary for the approval of any questio except as otherwise provided in these Bylaws.

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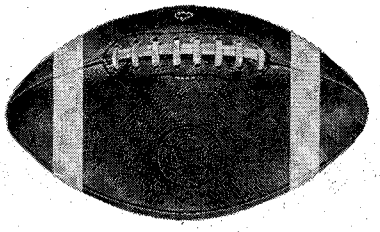
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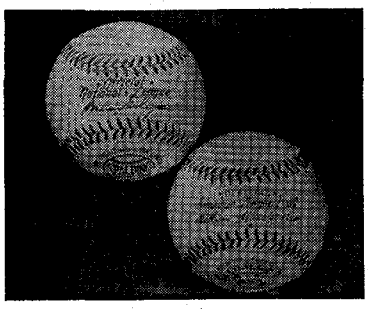
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ARTICLE VII—COMMITTEES

Section 1—Executive Committee: There shall be an Executive Committee composed of the President, the Vice-Presidents, the Treasurer, the immediate Past-President and the Executive Secretary, the latter ex-officio. The Executive Committee shall meet on dates to be determined by it, upon the call of the President or by a majority of its number. During intervals between meetings of the Board of Directors the Executive Committee shall advise with and aid the individual officers of the Association and shall generally perform such duties and exercise such powers as may be delegated by the Board of Directors. A quorum for any meeting of the Executive Committee shall be a majority of that committee.

Section 2—Advisory Committee: The President shall appoint an advisory committee of not less than three individuals from the past-presidents who shall be available for such duties as he may assign.

Section 3—Nominating Committee: The President shall appoint the Chairman of the Nominating Committee not less than ninety (90) days preceeding the annual meeting of the Association. The chairman shall choose his own committee, of not less than five (5) members, from among the members in good standing giving due consideration to the geographical distribution of the membership. The committee should also represent a true cross-section of the membership as far as is possible. The Nominating Committee shall solicit suggestions from the membership and present a suggested slate of officers to be voted upon at the annual meeting. (This is done by the most recently elected regional director who polls his region and reports the results to the chairman.)

Section 4—Resolutions Committee: A Resolutions Committee shall be appointed by the President at such time and in such manner as he may determine except that the Chairman shall be named with the approval of the Executive Committee.

Section 5—Other Committees: The President shall have the power to appoint such other special or standing committees as may be deemed necessary to the best interests of the Association except as may be otherwise provided by these Bylaws.

ARTICLE VIII—ELECTIONS

Section 1—Recommendations: Sixty (60) days prior to the annual meeting the Executive Secretary shall issue, to all members in good standing, announcement of the appointment of the Chairman of the Nominating Committee, and invite written recommendations for all elective offices and directorships of the Association which sha become vacant at the forthcoming annual meeting. Such writte recommendations, to be considered by the Nominating Committe must be received in the Executive Offices of the Association nc later than ten (10) days prior to the annual meeting.

Section 2—Number of Nominees: The Nominating Committee sha nominate not less than one candidate for each elective office an directorship of the Association. Immediately following the repo of the Nominating Committee, in the order specified herein, add tional nominations for the Board may be made from the floor b voting members located in the same region as the person the nominate. All present Board members and incoming director except the president, are eligible to run for the presidency. N person shall be nominated for any office or directorship witho that person's consent.

Section 3—Order of Nomination and Election: The order of nom nation and election shall be as follows:

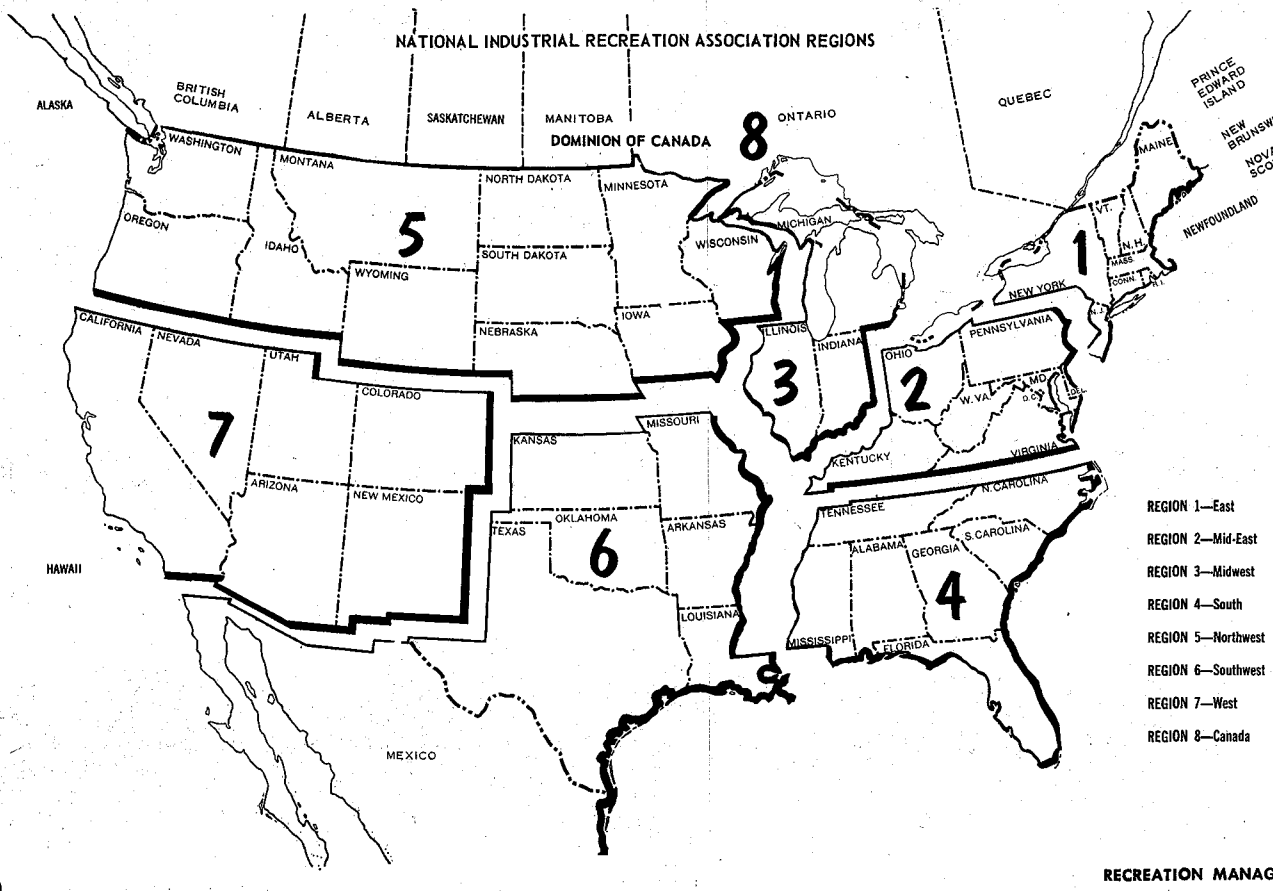
(a) Eight (8) Directors
(b) President
(c) Four (4) Vice-Presidents

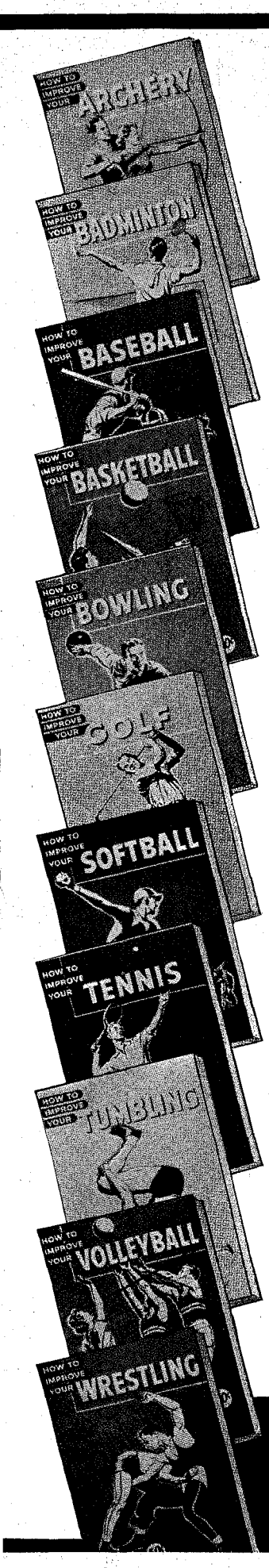
Section 4—Voting: Voting shall be by written ballot except whe the number of candidates does not exceed the number of vacancie The candidate receiving the highest number of votes for the offic of President shall be declared elected. Th candidate for Directo in each of the Eight Regions receiving the highest number of vote shall be declared elected. If the number of candidates for Vic Presidents exceeds four (4), then the four receiving the highe number of votes shall be declared elected.

ARTICLE IX—AMENDMENTS

Section 1—Amendment by Meetings: These Bylaws may b amended at any meeting of the Association upon the affirmativ vote of two-thirds of the accredited members present and entitle to vote provided that a copy of the proposed amendment for co sideration at such meeting shall have been mailed, together wit notice of the time and place of said meeting, to every member i good standing not less than twenty-one (21) days prior thereto.

Section 2—Amendments by Referendum: These Bylaws may als be amended by referendum upon the affirmative vote of two-third of the members voting, provided that the form, content and date of such referendum shall have been approved by a two-third majority of the Board of Directors, and provided that a copy c the proposed amendment shall have been mailed to each membe in good standing not less than twenty-one (21) days prior to th deadline for such vote.





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R/M YEARLY INDEX

VOLUME I, 1958

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Candy Consumption Increases (Jan., 25)
Cape Canaveral, Launching Boats at (Sept., 22)
Card and Table Games, Popularity of (Dec., 17)
Cards, Noon Hour Hoyles (Feb., 14)
Champs, Industry, 1958 (Nov., 6)
Charm Program for Women Employees (Dec., 14)
Checklist for Effective Administration (Dec., 17)
Chicago Workshop (Oct., 7; Dec., 18)
Choruses, The Why and How of (Apr., 20)
Christmas, Industry Wants a Family (Oct., 22)
Cicero Mfr.'s Assn. Elects Robert Woodrick (June, 17)
Community Oriented Recreation Program, Erwin Mills (June, 12)
Concert Band, Vonnegut Hardware (July, 17)
Conference and Exhibit, 17th Annual NIRA:
- Attendance, Fort Worth Predicts Record (Jan., 4)
- Aviation Leader Will Address NIRA Conference (Mar., 30)
- Committee (May, 15)
- Exhibits (May, 17)
- Exhibitors Reserve Space Early for Fort Worth Show (Feb., 6)
- Highlights of (July, 8)
- Homer and Jethro Will MC Frontier Party (Apr., 24)
- Program (May, 15)
- Sea Biscuit Rides Again (Sept., 8)
- Twenty Seminars Set for Fort Worth Confab (Apr., 24)
- U. S. Fitness Chief to Speak at (Apr., 24)

Conference and Exhibit, 18th Annual NIRA:
- 1959 Conference to be in Philadelphia (June, 16)
- Philly Looks Terrific (Nov., 3)

Constitution, Model Travel Club (Oct., 11)
Country Club Dues Up 4 to 6 Per Cent (Mar., 8)
Cricket, It's a Wicket Game (July, 17)
Crouse-Hinds Reading Rack Survey (Jan., 5)
Curling: Brothers of the Broom (Feb., 12)

D-E

Day Camp, Substitute for Annual Picnic? (May, 24)
Diamond Alaklai Presents Gold Watches (Mar., 8)
Doll Show, Callaway Mills (Jan., 6)
Dow Chemical Co. Auto Safety Checks (Jan., 21)
DuPont Physical Exam Policy on Age Basis (Mar., 8)
Eastman Kodak Father and Son Hocket Night (Jan., 6)
Eastman Kodak Youth Softball Program (June, 10)
Easter Egg Hunt, Conducting an (Apr., 8)
Editorial: About Your New Magazine (Jan., 11)
Editorial: The Sleeping Giant (Aug., 3)
Employee Tours, Travel Bug Bites Industry (Jan., 12)
Equipment Storage (Oct., 17)
Erwin Mills Community Oriented Recreation Program (June, 12)
Everybody Gets into the Act (Jan., 16)

F

Facilities:
- Dedicate Sun Center (Aug., 7)
- Indoor and Outdoor Facilities Survey (June, 3)
- Nation's No. 1 Recreational Gymnasium (Feb., 22)
- North American Adds Tennis Courts, Rink (Sept., 5)
- Plan $34 Million Sports and Commercial Center (Apr., 3)
- Proper Selection of Playground Equipment (May, 26)
- Republic Aviation Leases New Building for Recreation Center (Feb., 4)
- R/M Takes a Tour Through Tokheim Employees Clubhouse (June, 8)

Family Night at Kaiser Steel (Mar., 22)
Father-Son Hockey Night, Eastman Kodak (Jan., 6)
Financing Industrial Recreation (Jan., 25; Mar., 28)
Fishing, Industry Champs, 1958 (Nov., 6)
Fishing for Figures (Sales) (Sept., 23)
Fish-A-Rama:
- Company Fishing Champs Compete in 1st National Fish-A-Rama (June, 14)
- Entries Soar (Aug., 13)
- Fish-A-Rama Champs (Nov., 6)
- More on the Fish-A-Rama (Nov., 18)
- See You at the Fish-ARama (Sept., 9)

Fitness, This Business of (Feb., 8)
Fitness of Fitness Council (Dec., 16)
Fitness, Jet Age Calls for More Physical (Apr., 3)
Flower Festival, Ford (May, 26)
Football, Touch (Nov., 17)
Ford Recreation Participation (Sept., 4)

G-H

Goldsmith, Phillip H., Sports World Mourns Loss (Nov., 3)
Golf:
- Aids Available (Mar., 11)
- Callaway Handicap System (Mar., 11)
- He Never Gave Up (Oct., 6)
- 1958 Mid-West Industrial Golf Tournament (Apr., 25; July, 30)
- Champs (Nov., 7)
- Special Rules for Industry Golf Leagues (Sept., 18)
- When Spring Comes, Can Golfers Be Far Behind? (Mar., 10)

Goodyear Tire & Rubber Co., 45 Years with Boy Scouts at (Aug., 14)
Gun Club Incentive Plan (Sept., 5)
Gymnasium, Nation's No. 1 Recreational (Feb., 22)
Hamm's Skylanders Club (July, 3)
Hiking Clubs Offer Recreation, Travel, Good Fellowship (Aug., 16)
Hockey, How Well Do You Know Your (Feb., 26)

ockey Night, Father and Son, Eastman Kodak (Jan., 6)
olidayland, Ready-Made Recreation (Sept., 12)
ow to Care for Basketball Uniforms (Jan., 20)

lea Clinics:
Cricket, It's a Wicket Game (July, 17)
Conducting an Easter Egg Hunt (Apr., 8)
45 Years With the Boy Scouts at Goodyear Tire & Rubber Co. (Aug., 14)
How to Make a Recreation Interest Survey (Jan., 23)
How to Measure Program Participation (Mar., 24)
Rack Up Fun With Billiards (Dec., 10)
Special Rules for Industry Golf Leagues (Sept., 18)
Treasure Hunt in Boats (Oct., 18)
Turf Bowling, Bocci, Combines Sports, Skill, Recreation (May, 12)
Washer Pitching (Feb., 18)
ıdustrial Athletic Assn. Of Oakland, Calif. (July, 6)
ıdustrial Recreation:
Benefits to Your Company (Feb., 20)
Comes of Age (Jan., 14)
What It Is, What It Can Do (Apr., 6)
ıdustry Champs (Nov., 6)
ıdustry, Patron of the Arts (Nov., 3)
ıdustry On Wheels (Roller Skating) (Oct., 8)
ısurance:
Methods for Recreation Activities (Apr., 14)
NIRA Group Accident Insurance (Sept., 8)
What Type Do You Carry on Your Recreation Participants? (Apr., 19)
the Bowling Season Too Long? (Jan., 18)
ıterest Survey, How to Make an (Jan., 23)
ı the Good Old Days (Jan., 24)
ıvestment Clubs: Smart Investors Invest in Leisure (May, 32)

K-L-M

aiser Steel Family Night (Mar., 22)
aiser Steel Theater Party (Jan., 21)
lingler, Kenneth, NIRA President's Record (May, 22)
Ianagement Development, Mixing Recreation with "Think" Sessions Pays Dividends in (July, 14)
Ianagement and Financing (Jan., 25)
Management Speaks, see Top Management Speaks
Management and Supervision Advice, Sports Leaders Offer (May, 11)
Meatless Hot Dog Offered on Friday Menu (Apr., 3)
Mid-West Industrial Golf Tournament (Apr., 25; July, 3) Champs (Nov., 7)
Minnesota Mining, Boating Booms at (Apr., 12)
Missouri Governor's Conference on Recreation (Sept., 4)
Moraine Products Quarter Century Club Celebration (Jan., 6)
Music Sales Soar (Jan., 21)
Music, What It Can Mean to Recreation (Nov., 14)

N-O-P

New-Employee Dinners Held Annually by Standard Register (Feb., 4)
New York Workshop (Nov., 3; Dec., 18)
News Cast Most Popular Service with Nationwide Employees (Feb., 4)
NIBL, Industry's Major League (Dec., 6)
NIBL Sportsmanship Awards (Mar., 8)
NIRA
Board of Directors 1957-58 (Jan., 9)
New Members (Dec., 18)
Officers Election (May, 22)
State Chairmen (May, 20)
Noon Hour Hoyles (Feb., 14)
North American:
Adds Tennis Courts, Rink (Sept., 5)
Management Club Offers Two $1,000 Scholarships (Feb., 4)
18 Years of Vending at (Mar., 14)
Participation, How to Measure (Mar., 24)
Patron of the Arts, Industry (Nov., 3)
Peterson Point System of Scoring (Sept., 20)
Philadelphia Workshop, 50 Firms Send Representatives (Apr., 26)
Philly Looks Terrific (Nov., 3)
Picnic, Most Popular Recreation Activity (May, 8)
Picnic, Queen Coronation (Oct., 6)
Physical Exam Policy on Age Basis at DuPont (Mar., 8)
Playground Equipment, Proper Selection of (May, 28)
Programming, Something for Everyone (May, 10)
Purdue University's Recreational Gymnasium (Feb., 22)

R

Reading Rack Survey, Crouse-Hinds (Jan., 6)

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Golf For Industry (Jan., 26)
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Magic For Millions (Sept., 26)
Meetings, How to Run Better (Apr., 23)
Recreation in the Age of Automation (Jan., 26)
Recreation for the Ill and Handicapped (Apr., 23)
Selection of Management Personnel (Jan., 8)
Softball Story, The (Apr., 23)
Suggestions for Control of Turnover and Absenteeism (Apr., 23)
Practical Way to Better Memory (Apr., 23)
Recession, So What? (Mar., 25)
Recession, Sports' Booming (Sept., 12)
Recipe for Warm Weather Fun (June, 6)
Recreation Management, History and Advent of (Jan., 4)
Recreation Program for Small Companies (Jan., 22)
Recruitment, Don't Sell Recreation Short When You Seek June Grads (Feb., 26)
Republic Aviation Leases New Building For Recreation Club (Feb., 4)
Research Reports:
Annual Picnic, Most Popular Recreation Activity (May, 8)
Card and Table Games, Popularity of (Dec., 17)
Effective Administration, Checklist for (Dec., 17)
Facilities Survey, Indoor and Outdoor (June, 3)
Fishing for Figures (Sept., 23)
Industrial Recreation Management and Financing (Jan., 25)
Industrial Recreation Organization and Financing (Mar., 28)
Insurance Methods for Recreation Activities (Apr., 14)
Recreation Program Attitude Survey (July, 16)
Retirement Survey (Oct., 24)
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Theater In Industry (Sept., 23)
Top 20 Industrial Sports (Feb., 24)
Typical Recreation Director (June, 3)
Retirement (pre and post):
Older Employees Can Enjoy Sports Too (Mar., 19)
Retirement Survey (Oct., 24)
Solve the Retirement Problem (Sept., 10)
What's Your Outlook on Retirement? (Feb., 8)
R/M on Location (Nov., 3)
Roller Skating, Industry on Wheels (Oct., 8)

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OTHER SERVICES
Reading. Things to Write For, NIRA News, Industry Items and other departments of R/M present the most complete digest of recreation news and events available.

I'M SOLD, HOW ABOUT YOU?

S

Sales Show Demand (Sept., 23)
Sea Biscuit Rides Again (Sept., 8)
Skating Club Tries Hockey at Smith, Kline & French (Mar., 8)
Sleeping Giant, The (Aug., 3)
Slogan Contest, 6,529 Entries in Firestone's (Apr., 3)
Small Companies, Recreation Programs for (Jan., 22)
Softball:
A.S.A. Officials (Aug., 10)
Eastman Kodak Youth Softball Program (June, 10)
Industry Champs (Nov., 6)
Men's Fast Pitch Tournament (Aug., 8)
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Pitching Delivery, Harvey Sterkel (Aug., 12)
Women's Fast Pitch Tournament (Aug., 9)
Something For Everyone (May, 10)
Speed-A-Way for Fun (Oct., 16)
Stamps, Ten Special U. S. Issues Set for 1958 (Jan., 8)
Standard Register Co. New-Employee Dinners (Feb., 4)
Sterkel, Harvey, Softball Pitching Delivery (Aug., 12)
Stocks, 20 Leisure Time and Their 10-Year Record (May, 32)
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Sun Center, Dedicate (Aug., 7)
Swimming, Recipe for Warm Weather Fun (June, 6)
Talent Shows, Everybody Gets Into the Act (Jan., 16)
Tax Fun? New Bill Says No (Oct., 16)

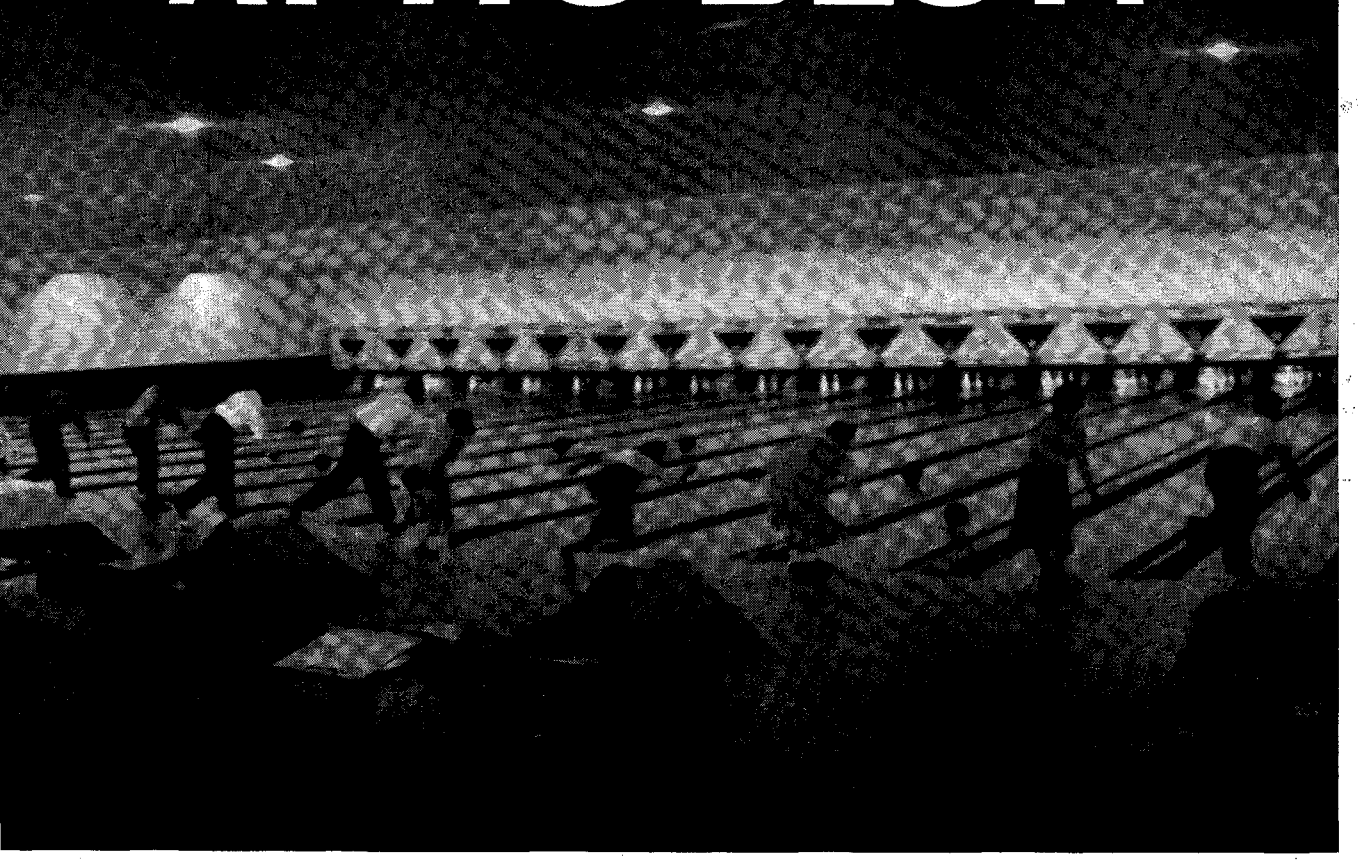
T

Theater in Industry, The (Sept., 23)
Timken Holds a Sports Awards Banquet (Oct., 16)
Tokheim Employees Clubhouse (June, 8)
Top Management Speaks:
Allyn, Stanley C., Chairman of the Board, National Cash Register (June, 4)
Ashby, Jack L., Vice President and General Manager, Kaiser Steel Corp. (Oct., 4)
Galvin, Robert W., President, Motorola, Inc. (Aug., 4)
Hood, C. F., President, U. S. Steel (May, 6)
Hurd, Charles D., Vice President, Stephens-Adamson Mfg. Co. (Sept., 6)
Lincoln, Murray D., President, Nationwide Insurance (July, 4)
Naish, J. V., President, Convair, Division of General Dynamics (Nov., 4)
Touch Football (Nov., 17)
Tournament, How to Conduct a Basketball (Feb., 16)
Trap Shoot, Arco Tournament (Sept., 4) Champs, (Nov., 7)
Treasure Hunt in Boats (Oct., 18)
Travel:
CAB Clarifies Group Travel Policy (Dec., 12)
Cost of Typical Employees Tour of Europe (Jan., 13)
Employee Groups on the Road (Sept., 16)
Employee Tours, Travel Bug Bites Industry (Jan., 12)
Jet Age—Many Changes (Dec., 16)
Let's Talk Travel, Part I (Sept., 14)
Let's Talk Travel, Part II (Oct., 10)
Let's Talk Travel, Part III (Nov., 10)
Model Travel Club Constitution (Oct., 11)
Recreation on a Bus (Mar., 25)
Sample Travel Times and Costs (Nov., 12)
Three Companies Announce Tours to Europe (Apr., 3)
Travel Council Formed (Mar., 29)
Weekend Vacation Offers Opportunity to Add Zest to Employee Contests (Aug., 6)
Wyman-Gordon Pensioners' Air Trip Over (Jan., 6)
Twenty Top Industrial Sports (Feb., 24)

U-V-W

Uniforms, How to Care for Basketball (Jan., 20)
Union Carbide Nuclear Co. Boat Handling Classes (Jan., 6)
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Vending:
18 Years of Vending at North American (Mar., 14)
Profits from 15 Sun Oil Tankers Pay for Movie Program (Feb., 4)
Profits Pay for Better Programs (Mar., 12)
Vanishing Lunch Pail (Oct., 16)
Verner, Lois, Picked Among Detroit's Top Ten Working Women (June, 16)
Vonnegut Hardware Concert Band (July, 7)
Washer Pitching (Feb., 18)
Western Electric, Art of Employees' Children (Jan., 6)
Women Employees, Charm Program for (Dec.,)
Women In Industry, the Recreational Needs of (Mar., 26)
Working Wives Increase (Mar., 25)
Wyman-Gordon Pensioners' Air Trip Over New England (Jan., 6)

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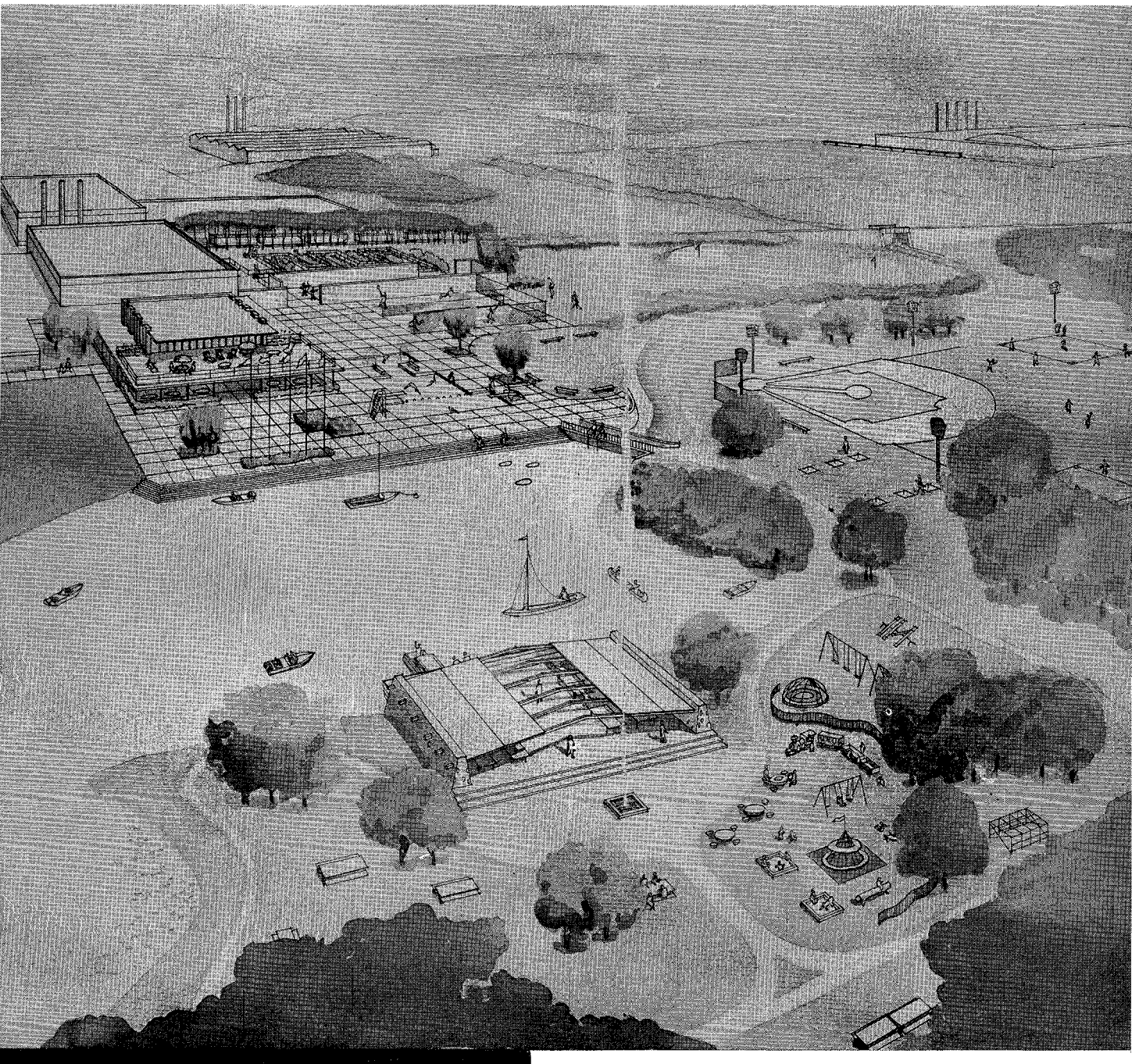
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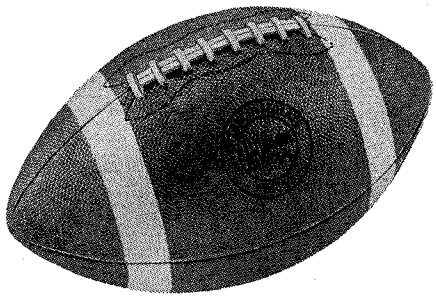
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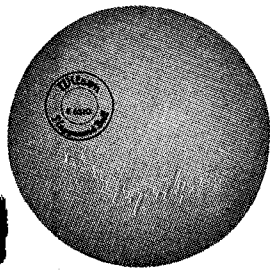


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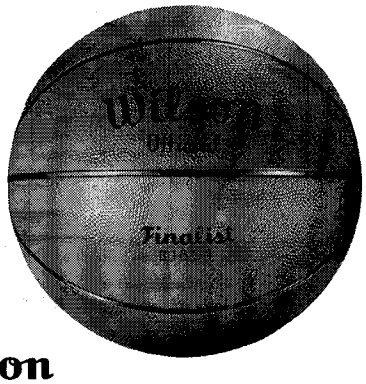
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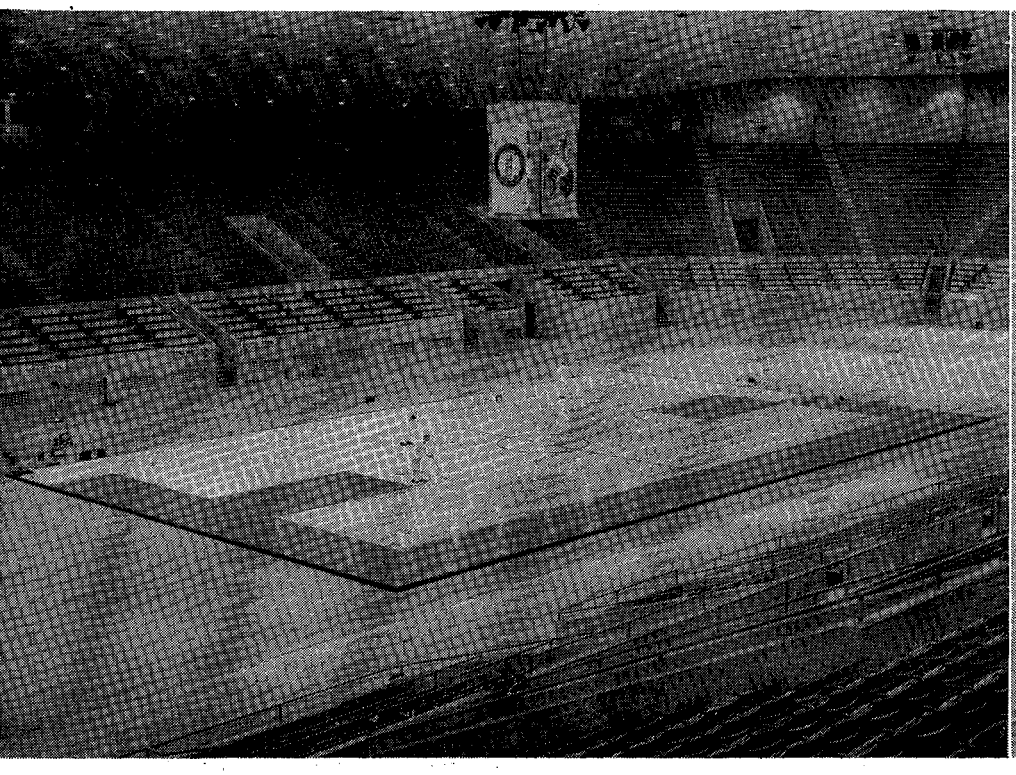
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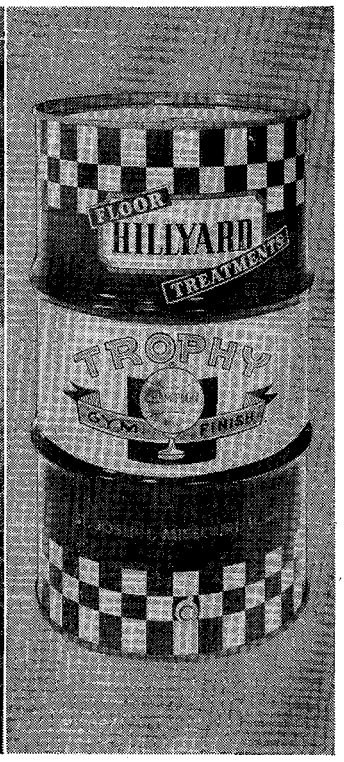
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The family, church, community and other groups play a very important part in helping the individual to find the answer to his needs, of which one is need for recreation. Industry, too, has a role to play in this effort.

A company's recreation program can be compared to its medical program. The company doctor was never intended to take the place of the family physician; the company recreation program cannot be made to substitute for the efforts of other groups, nor can it take the place of the enthusiasm of individual participants.

The present industrial society with its shorter working hours, more leisure time and higher wages affords a tremendous opportunity for recreation. The recreation director is challenged with a responsibility which is constantly increasing.

The industrial recreation director has in many ways become a professional. His personal skill and leadership abilities should be passed on to others. His attention should always be focused on the individuals of the groups with which he works. Through this personal attention he can encourage those who need it the most. After a while, the activity can then become self-sustaining through employee participation.

Detailed supervision and over-organization should be avoided because they give the impression of a dominating or paternalistic attitude. Guidance and assistance are the prime factors in our recreation program, for these are the qualities that make it truly spontaneous and therefore of greatest value to the participants.

Recreation programs must be judged by results—not by the size of the budget involved.

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RECREATION MANAGEMENT

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY

JANUARY, 1959 Volume 2, Number 1

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Publisher.....DON L. NEER
Editor.....HOYT A. MATHEWS
Associate Editor.....DOROTHY L. CHANCELLOR
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JANUARY COVER—The factory of tomorrow is a dream come true in the architectural sketch prepared for R/M by William Wuerfel. To see more of how U. S. plants will look as the role of recreation in business and industry broadens, turn to page 6.

IN FEBRUARY R/M

TOP TRIPS FOR INDUSTRY

As travel clubs begin to plan next summer's trips, R/M presents a rundown on some of the most successful industrial group tours last season.

EQUIPMENT PURCHASING

Industry spends $1 billion annually on recreation. In a detailed summary of the expenses of 35 companies this figure is broken down into the items and quantity purchased.

WHO'S WHAT IN RECREATION

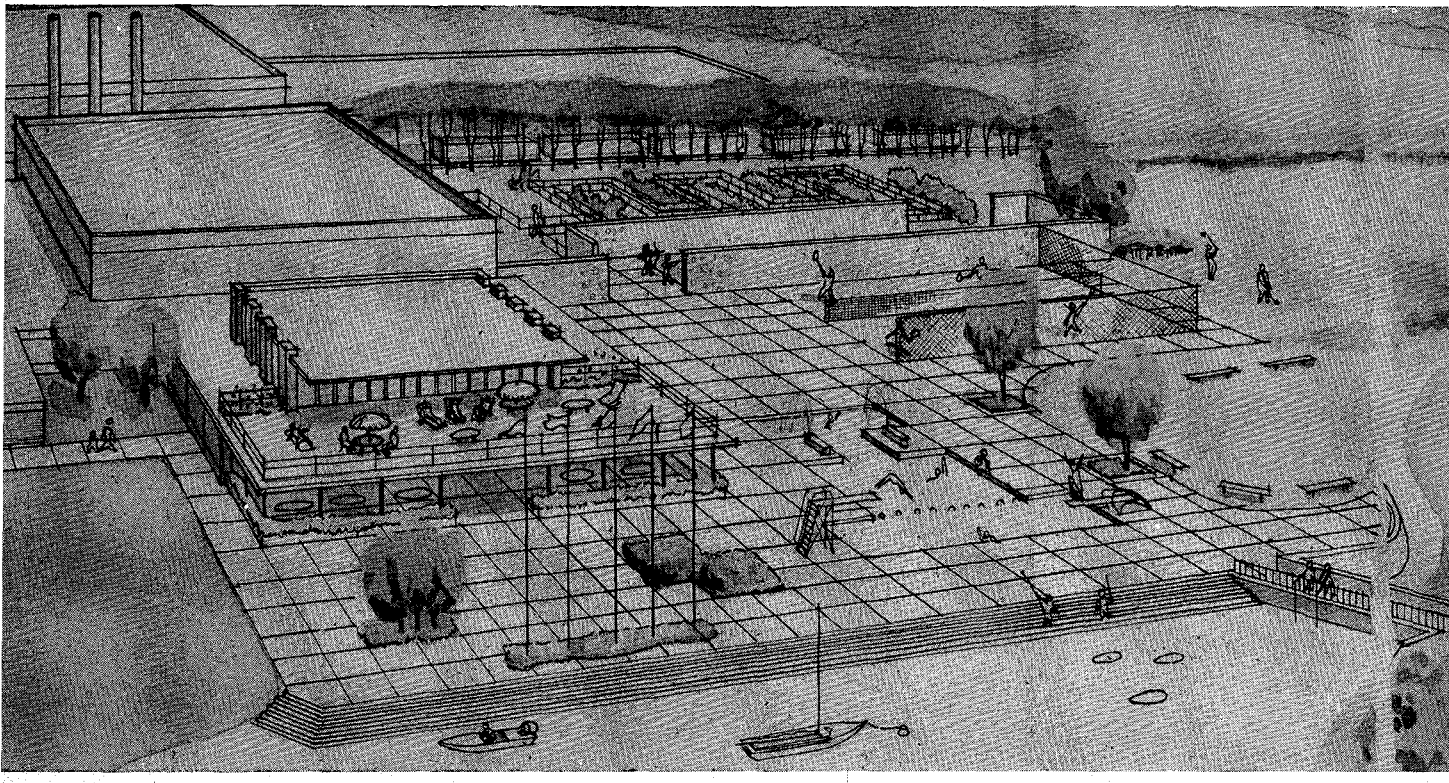
AIPE, ARS, NRA, NIRA—here's what they stand for, how they function and what they can do for you.

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FIRST OF A SERIES



Close-up of immediate plant area illustrates importance of placing noon-hour and rest period activities near the plant.

FUTURE FACTORY: A CAMPUS

Industrial trends and business practices place a broader significance on the role of recreation

In a mood of reverie, a recreation director of a medium sized, light industrial company might put his dreams on paper.

If he were also artistic, the result could well be the architectural drawings which appear on these pages and the cover.

Here is the ideal set-up, within practical limitations, for an industrial recreation program.

But this plan is not just a whimsical dream of a wistful recreation director. In a few companies it is already a reality. In a few years, automation and then atomation will make a plan similar to this a necessity.

Technological developments will require certain industries to operate on shifts running two hours on and one hour off. The strain and psychological fatigue of highly specialized jobs will necessitate a rest period for on-the-job rehabilitation.

Hence, the most important principle of this plan: location of recreation facilities in and immediately adjacent to the plant itself.

In the above close-up of the immediate plant area, indoor recreation facilities are provided in a wing adjoining the factory. Included are a gymnasium-auditorium, game room, library, club rooms, recreation office, equipment storage, completely automatic cafeteria and sun deck for eating and lounging.

Nearby outdoor area incorporates those activities especially suited to the noon-hour and rest periods and includes swimming pool, tennis courts, shooting and archery range, golf driving range, fishing or bait and fly casting and boating. Across the creek are facilities for horseshoes, badminton ar other games.

Of special note is the quail wa situated betwee the railroad trac and the shootin range. This uniqu arrangement simulates actual huntir conditions. As the shooter follows th path, a guide trips a lever which pr pels a "bird" out of the brush. All fi is directed away from buildings ar recreation areas.

The picnic and family area is locate across the artificial lake and is acce sible by a separate entrance. The mult purpose pavillion provides space fo fish fries, square dancing, games ar other activities as well as doubling a a boat house with storage space und the pavillion floor.

Virtually every recreation activi can be accomodated by these faciliti with one major exception: bowlin Considering the size (about 2,500 5,000 employees) of the company pi tured here, and the cost of installir bowling lanes, it would be more pract cal to use public facilities.

NEXT MONTH: Factors to consider in planning recreation area

'icnic and family area (right) includes layground facilities for children of all ages nd is the focal point of weekend activity. rtificial lake for water sports was created y damming the stream which runs through ne factory site.

In some respects this plan must be ypothetical. Individual firms would vant to place different emphasis on hose activities which are most popular vith their employees.

To several companies this plan may ppear modest. Their own facilities, lready in existence, are more elabo- ate. But to the majority this plan may eem somewhat of a Buck Rodgers antasy, reserved for the 25th century. Their particular production methods nay not be adaptable to automation, never mind atomation.

However, economists point to many rends which will make recreation fa- ilities such as this relatively common.

Of major importance is the increas- ng tendency of industry to decentral- ze. Yale Brozen, professor of eco- nomics at the University of Chicago usiness school, sees a time when leasant working conditions, comfort- ble surroundings and stimulating asks will tend to become as important o employees as money wages.

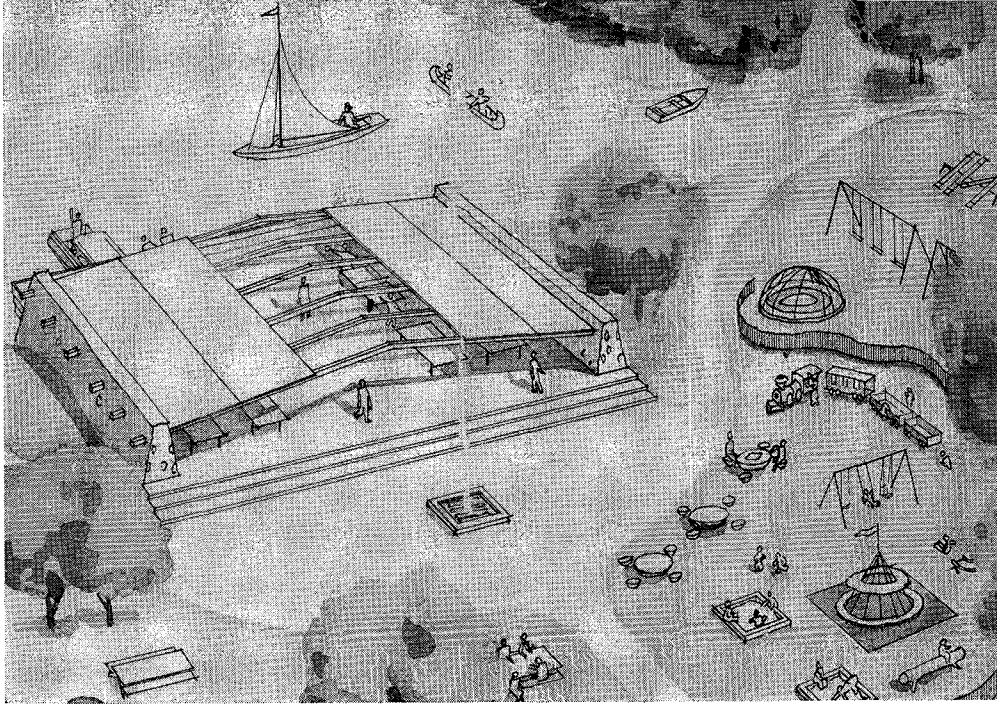
This, added to economic and busi- ess reasons, will force companies to decentralize geographically to give em- loyees benefits of small-town living, ccording to Brozen.

Companies consider existing recrea- ion facilities when selecting a new ite. In 1800, there were 600 acres for ach person in the U. S. In 1957, there vere 10.5 acres. Where will the pre- licted 220 million of the next few ears play? The only answer: indus- ry will have to provide a major por- ion of the facilities itself.

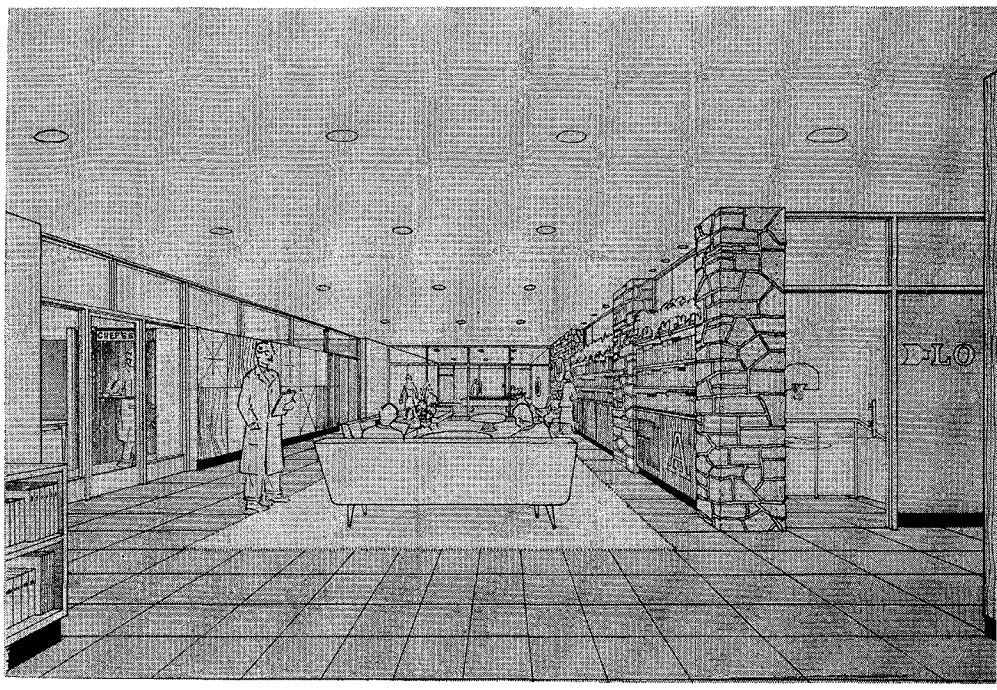
To increase production many jobs hroughout industry are continually roken down into simpler and simpler arts. Production may go up, but the ob becomes more routine, less reward- ng and less meaningful.

Management experts have focused heir attention on this problem. In the

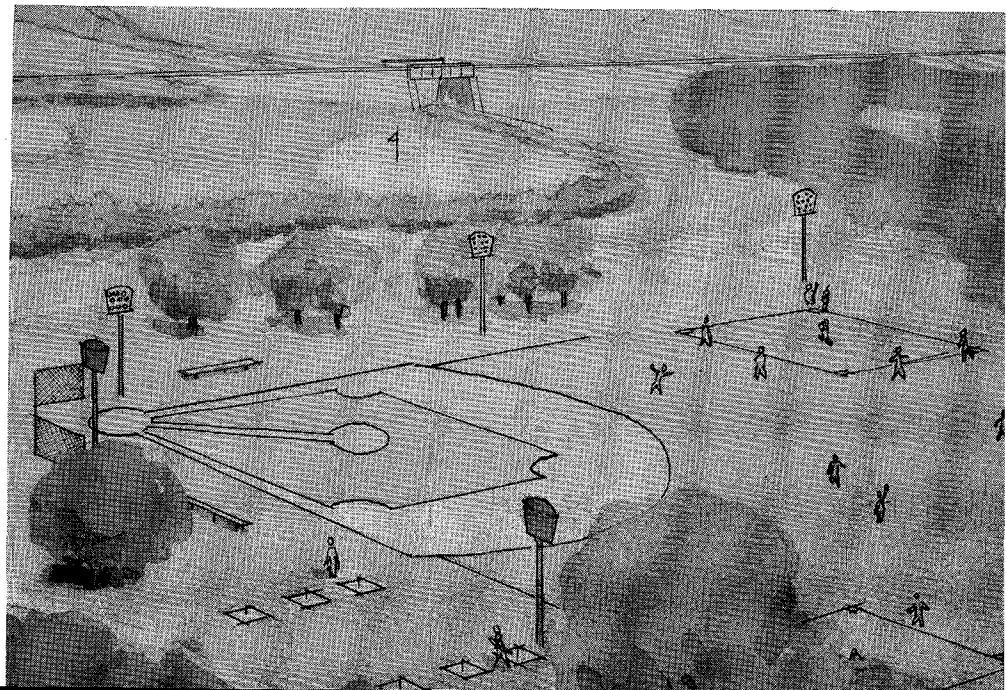
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ndoor facilities include, (center) li- rary for lounging and leisure reading, (left) afeteria, (rear) game rooms for table ten- is, billiards, card and table games, (right) ymnasium-auditorium, (far right) service indow to equipment room.



ports area features lighted softball and aseball fields, horseshoe pits and provisions or shuffleboard and other outdoor games. lock putting green in background is part f golf driving range. Area is accessible, but eparate.





TOMORROW'S FACTORY (cont.)

article "Six Policies to Increase Will to Work" appearing in Nov. 1958 Nation's Business, Douglas Williams, a New York management consultant, lists ways to build positive employee attitudes. They are: (1) economic satisfaction, (2) fairness of treatment, (3) job interest, (4) company integrity, (5) communications, (6) caliber of supervision. To achieve items 2 through 5, industrial recreation has a direct and immediate application.

The role of recreation will go far beyond its presently accepted status as a good employee relations measure as more and more companies recognize its value to everyday business practices.

Recreation programs have proved to be a definite asset in the rugged competition for highly trained technicians. Last year, as determined by a survey of 262 Midwest firms, 66 per cent of industry's requirements for college graduates in technical fields went unfilled.

Even though the number of college graduates is expected to double within the next 15 years, openings for technical jobs will increase at a similar rate. A recent survey of the nation's largest firms reported that 27 per cent expected the number of technical job in their firm to double within the nex ten years. The remaining 73 per cen predicted increases from 25 to 10 per cent.

In the Feb. 1958 issue of R/M ("Don't Sell Recreation Short Whe You Seek June Grads," pp. 8), a com pany recruiter from a small electronic firm said, "I'm convinced I can brin home more talent this year by con vincing the graduates that we've go more to offer in employee recreatio than any other plant in the East."

As the nation's working forc becomes more highly skilled and edu cated they will also desire more recog nition and a greater sense of achieve ment. Recreation will help meet thes needs that the job alone cannot com pletely fulfill.

Tomorrow's factory will be a cam pus, because, in the words of J. V Naish, president of Convair, Divisio of General Dynamics, "Our corporat philosophy, which favors a very ex tensive recreation program, is the resul of hardheaded business judgement. Th program not only makes good busines sense, but also contributes to the wel fare and happiness of the members o our corporate family."

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As a means to promote close feelings and goodwill, employee pets can be

Industry's Best Friend

America's pet population is increasing by leaps and bounds. The number of dogs alone, for example, is booming at the rate of some 800,000 more each year, and shows no signs of slowing up.

If you were to count the noses of the pets owned by employees of your firm, you'd be startled to find more than you expected. U. S. families own more than 25,000,000 dogs.

Each and every employee-owned pet represents an opportunity for your company to generate close, friendly feelings with your employees and to cement good relations between it and the community. Any company—whether a city office or an industrial plant—can readily initiate pet programs that will yield big returns very quickly. Best of all, investments in pet programs cost very little.

Pet owners think of their pets as members of the family and respond warmly to any event that includes their pets. And when children "own" the pets, there is a double appeal in activities revolving around pets.

Many types of programs for pet owners are possible for firms of all sizes. These range from yearly pet parades to monthly pet club meetings and weekly training classes.

Here are some of the activities that are easy to initiate, and which will secure plenty of eager volunteers to help even in the planning.

Obedience Training Classes

The old saying, "Everybody loves a dog" has had to be revised, in these days of crowded city and suburban living, to "Everybody loves *a well-mannered* dog." The aftermath of the increase in both the human and the dog population has been a corresponding rise in the problems resulting from roaming, uncontrolled dogs. To combat this, many communities have been forced to pass strict legislation governing pets and pet owners. There is every sign that, if the dog population is not controlled, more communities will pass laws that will either prohibit dogs entirely or will make owning a dog a pain instead of a pleasure.

Thus, to insure happy dogs, dog owners, and city governments, it is necessary to provide training for the nation's dogs. Gone are the days when a dog could roam freely in a friendly community where he knew everyone and had space to run. And, with an entire nation on four wheels, a dog's life can be hazardous. One dash into the street and the children are left without their beloved pet.



CHILDREN AND PETS provide a double-barrelled attraction at the Kohler Co. employee dog training classes.

However, even with today's crying need for dog training classes, there is an extreme shortage of these classes, and particularly those which are available at a cost which most people can afford. Even if they could afford them, the fact is that almost all dog training is open only to purebred dogs, not to the mongrels who constitute the vast majority of our dog population.

By offering a company-sponsored program for training employee's dogs, your company can not only offer a valuable service to its employees, but can also assist the community in solving one of its most pressing problems.

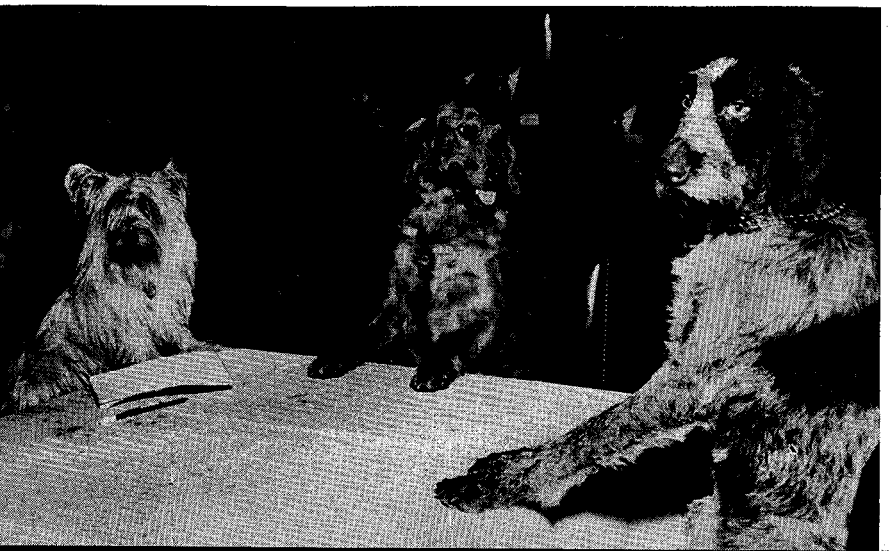
How to Go About It

Your employees will welcome these obedience classes, and will find them entertaining and interesting—and so will their dogs! Organizing obedience training classes is quite simple and inexpensive. Classes can be held in any large sheltered area or room which is away from most distracting noises. The class should be offered to employees and members of their families. The same person should take the dog to every class.

Instructor for the class should ideally have an American Kennel Club certificate for teaching such a class. There are a number of ways to find an instructor: through a reliable local kennel, or pet shop, through newspaper ads, through the local pet editor, through members of a local AKC club. In fact, you will often find such a

continued on page 10

WELL MANNERED dogs are welcomed anywhere as this trio proves by being the first canines served at Chicago's swank Drake Hotel during the Pet Food Institute's convention. The dogs didn't even bark at the waiter.



continued from page 9
person among your own employees.

When you interview the instructor, be sure to ask for a demonstration of his techniques and watch closely to see how well he or she works with the animal already trained. Try to determine also, if that person is not only a good trainer but also a competent instructor—the two are not always combined in one individual.

The original club will need to offer only the simplest form of obedience training including training to sit, lie down, stay, heel, etc. Later, if the class proves sufficiently popular, some dog owners will want to proceed to more advanced types of training, and a large company will probably eventually want to inaugurate a class for hunting dogs.

For complete directions on starting and carrying out all phases of dog training, NIRA will make available upon request a working kit which will show recreation directors a step-by-step procedure to follow from the acceptance of the idea through the classes themselves.

Pet Clubs

Various types of pet clubs can be formed, depending on a firm's size. Pet Clubs can be restricted to dog owners, or even to owners whose dogs have completed training classes, or they can be open to owners of any type of pets. An all-inclusive Pet Club might offer special groups for dog owners, cat owners, bird owners and fish fanciers. Each group could then have programs revolving around the special pets involved, with all groups cooperating for major events such as Pet Shows.

Specialized programs for the individual groups could include discussions and lectures, by local authorities, pet shop owners, members, etc, on such informative pet care topics as diet and feeding, general health, care recommendations, such as innoculations . . . symptoms of sick pets . . . ideal housing for pets . . . grooming for pets . . . and other subjects suitable to each pet type. Members could also speak on their own experiences with pets. Special events might include field trips to pet hospitals, fashion shows of pet styles, visits to various types of pet stores and kennels, and to any local aquarium or aviary.

A special children's section of the Pet Club, or special Kiddie or Teen programs, could show children how to care for their pets and teach them tricks.

A company Dog Club or Pet Club might also make an award to the community's bravest dog once a year, perhaps in conjunction with a banquet or at a local Fourth of July celebration.



PROUD OWNERS and their handsome pets eagerly attended the 12-week do training program conducted at the Kohler Co., Kohler, Wis. A key to good trai ing is to spend a few minutes daily rather than an hour weekly.

Dog Shows

Serious dog shows judged by official A.K.C. standards might be held, perhaps open to the entire community if no local dog show is now being sponsored.

Even better would be a dog show with award classes that would permit every type of dog to be entered with a chance at a prize. Such strictly-for-fun award classes, offered in addition to standard judging classes, could include such categories as the Dog with the Most Spots, Most-Mixed-Breed Dog, Dog with the Longest Ears, Oldest Dog, Best-Groomed Dog, Whitest Dog, Blackest Dog, Dog with the Longest Tail, Dog with the Biggest Footprint . . . and any other humorous classification you can dream up that would expand the qualifications for awards.

Pet Show

A show open to every type of pet could be held, with "fun" classifications set up for various pet types, plus perhaps serious competitions for pets where simple judging standards exist.

Once you've started the ball rolling on activities around employee pets, you'll find yourself surrounded with eager volunteer assistants and ideas enough to make your pet projects one of the most fun, far-reaching and most-shared company programs you ever initiated.

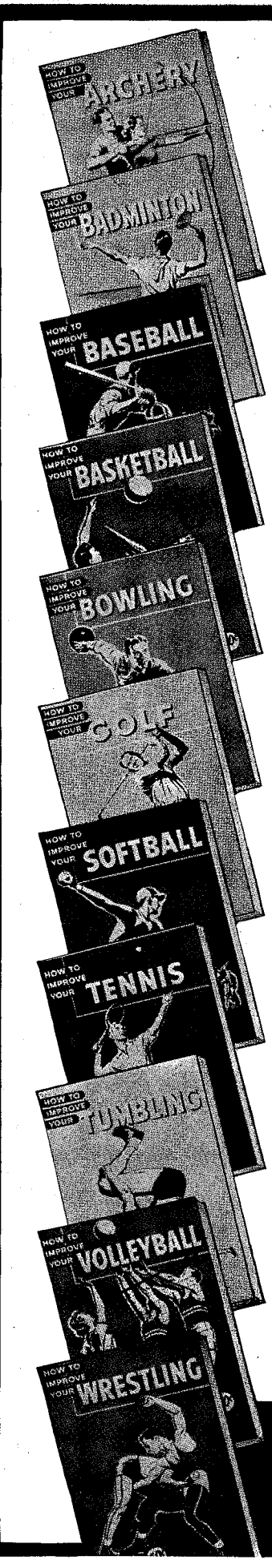
To make the project even easier, the new Pet Food Institute formed b leading manufacturers of dog and ca foods has prepared a kit of materia to get you started. Included are suc aids as planning guides for obedienc programs, ideas for pet club program and "how to" folders on putting o pet shows.

In addition, two booklets, one o care of pets, the other on dog trainin tips, are available at a slight charg through the Pet Food Institute.

MOST COMMON MISTAKES IN DOG TRAINING

by Harriet and Harold Roeder, dog training instructors

- Not holding the hands sufficiently close to body.
- Giving commands without changing the tone of voice.
- Corrections not definite.
- Yelling at the dog.
- Becoming angry and taking it out on the do
- Repeating a command for no apparent reason.
- Not concentrating on the dog and failing to anticipate how he will react.
- Permitting the dog to lag instead of enticing him to speed up.
- Motions too quick and erratic.
- Grabbing at the dog and hovering over him
- Incorrect timing of the command with the correction; and the correction with the praise
- Not walking in a straight line, hesitating on turns, and stepping into dog on halts.
- Giving indistinct commands and confused signals.
- Nagging the dog.
- Pushing against the dog to make a correctio (The dog will push right back).
- Neglecting to review the previous lessons to keep the training progressive.
- Using the same routine so the dog gets bored and works mechanically.
- Too little praise.



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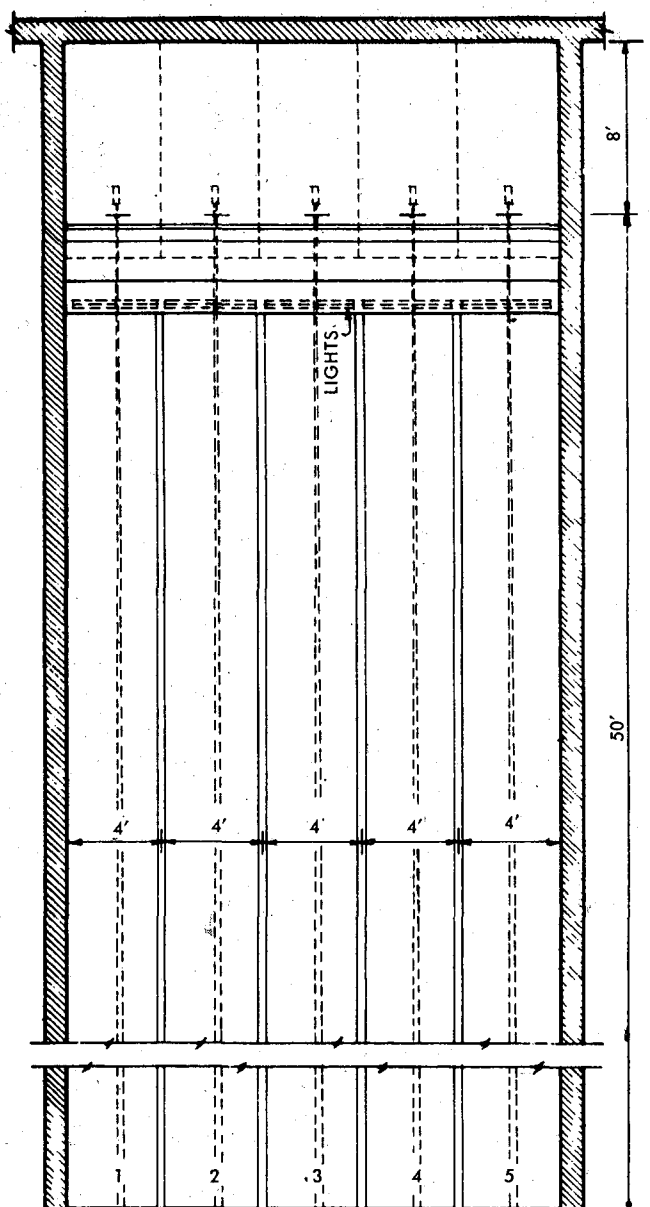
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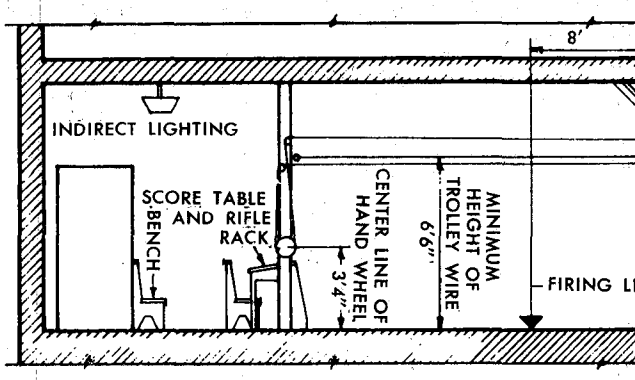
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Floor plan for a suggested indoor shooting range in an existing building illustrates the essential points in planning a range for your gun club. As shown, this range has five firing points, each four feet wide, and is equipped with target carriers, scoring tables, rifle racks and benches for spectators. Width of the range, of course, can be varied depending on the size of your club and number of firing points desired.



RM IDEA CLINIC

YOU CAN BUILD

A place to shoot is the first requirement of any gun club. Whether it's a plush layout or "home-made" is only secondary

If there is no place to shoot, there will soon be no gu club, despite the enthusiasm of its members.

That's what the National Rifle Association has foun in its long experience with shooting organizations. Th first requirement for success is a place to shoot. Witho one, even the most rabid members slowly lose interest an begin to look for a more active club.

However, many clubs have no definite plans to approac the job of getting a range. That empty field has been fille by a housing development, the abandoned gravel pit r claimed by industry and existing facilities overcrowded b population shifts and increases.

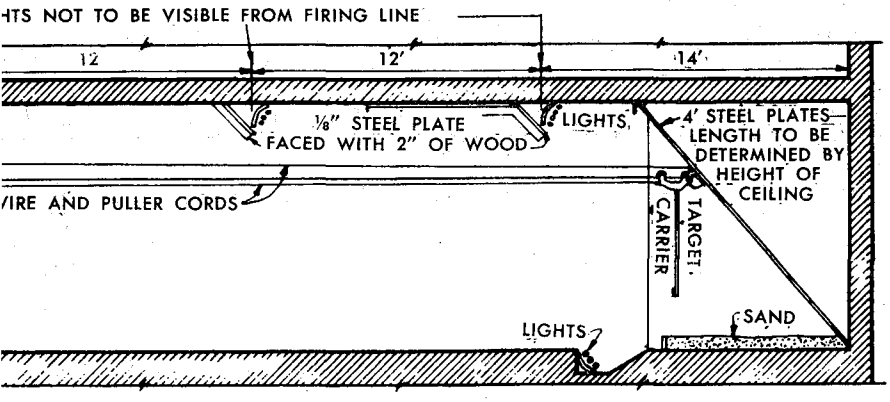
What then? Build your own, hundreds of rifle and pist clubs have done it. They have found the range to be th hub of all club activities whether it is indoors or out, in Quonset hut or on a large tract of land.

There are as many different ways of financing and buil ing ranges as there are clubs. One group in Sparta, Wis dug out their range from beneath a one-story buildin which had no basement. Many have reconditioned o barns and stables. Others have combined their efforts wi the local police or other municipal agencies and bui ranges on a cooperative basis.

Nevertheless, there are several important factors th must be considered. The drawings on these pages illustra a good, basic layout for an indoor range, and the followin points will help you pick the site for your indoor rang

• Required space. The standard indoor shooting distan from the firing line to the target is 50 feet for both rifl and pistols. The bullet-stop behind the target will requi an additional three to 10 feet depending on the type use Behind the firing line a space of about six feet should b allowed for shooting mats, and an additional five to ni feet should be allowed for a passageway.

Thus, the total length required for the range will b between 60 and 75 feet.



Side elevation of the suggested indoor shooting range shows positioning of ceiling lights, cross-section of the bullet-stop and target carrier system. Note, minimum height of the trolley wire for the target carrier is 6'6". Satisfactory target carriers may be purchased or made by the club handy men. In addition to carefully planned lighting, the walls, ceiling and bullet-stop should be painted a light tint of blue or green. A neutral light gray is satisfactory for the floor. Noise is most effectively minimized by covering the walls and ceiling of the entire range with a good acoustical material. Placing the material behind the firing line and 20-30 feet in front of the line will produce satisfactory results.

INDOOR RANGE

In general, the width of the range should be no less han 20 feet. For club use there should be a minimum of ive firing points. Each of these can be a minimum of four eet, but a five foot width is desirable. Crowded firing oints are a hazard and do not permit accurate shooting.

A lecture hall, gymnasium or other area may serve as part-time range with the use of movable bullet traps. Plans for ranges of this type are available from the National Rifle Association.

Ideally, a club room and space for storage, cleaning, nd reloading are located adjacent to the range proper.

• Bullet-stops. Steel plate, placed at an angle of 45° and unning the width of the range, is recommended. Thickness aries with the ammunition used, for example, the plate hould be ¼" thick if .22 cal. is used exclusively, ⅜" for 38 cal., and ½" for .45 cal. Heavier plate should be used or more powerful handguns.

Under no circumstances should so-called metal-piercing ullets or jacketed rifle bullets be fired at any steel bullettop.

The side walls at the bullet-stop should also be covered with steel plate, two feet wide and slanting with the bullettop.

Clean sand or sawdust, three to four inches deep by ive to six feet wide and running the full width of the ange is placed on the floor under the bullet-stop to catch he deflected lead. Wetting the sand with water cuts down lust, but sawdust should always be kept damp to reduce he fire hazard.

The seven to 10 feet of floor space occupied by a standrd bullet-stop can be reduced to three or four feet if everal narrow steel plates are used to form a louver or Venetian blind type of bullet-stop. Portable bullet-stops are lso very satisfactory when manufacturers recommendations re followed.

• Protecting Plates. Exposed pipes, columns, lights and ther projecting surfaces in front of the firing line should e covered with ⅛" steel plate faced with two inch wood o prevent damage or injury. These plates should be set t such an angle that no bullet can return toward the iring line.

When either the floor or ceiling are wood and there are rooms either above or below the range, steel plate should extend from the firing line for a distance of ten feet toward the target.

• Target Carrier Systems. Certainly more convenient, target carrier systems also provide an important safety factor. Such a devise for running the targets back and forth between the firing line and the bullet-stop eliminates the necessity for anyone to go in front of the firing line and permits firing to continue while some targets are changed.

Target carriers can be constructed of stock pulleys, steel straps, wire and cord. Simplicity is preferred. Detailed plans are also available from the NRA.

• Lighting. The goal is to approximate ideal outdoor shooting conditions. This means elimination of glare and shadows by adequate, uniform lighting.

Fluorescent lighting is the most satisfactory with five to ten foot-candles intensity at the firing line gradually increasing to 40 to 50 foot-candles of reflected light from the face of the target.

Flood lights produce the same results, but the operating economy and long life of fluorescent lamps more than justifies their higher installation cost. Regardless of the type used, the lamps and reflectors must be protected by wood and steel baffles.

• Ventilation. A minimum of ten changes of air per hour is recommended. The fresh air must be supplied behind the firing line and exhausted near the targets at a speed of 40 feet per second to carry fumes away from the shooters. The details should be worked out with an engineer.

• Other equipment. Mats not more than one inch thick are recommended for rifle shooting in prone, kneeling and sitting positions. Another essential is a bench or shelf, 3'4" to 3'8" high and about 1'6" wide, on which the shooter can lay his firearm, ammunition, scope, etc.

Desirable equipment include gun racks, scoring desks, trash receptacles, coat racks and, if possible, lockers.

But, regardless, of how elaborate or simple your plans may be, the most important consideration is shooting safety. Many details can be changed to fit individual circumstances, but no compromise should be made with vital safety measures—plate thickness and smoothness (rough surface increases danger of back-splatter), anti-richochet coverings and strict range discipline with common sense precautions enforced at all times.

This material is based on "Construction of Indoor Rifle and Pistol Ranges," a booklet of the Range Plans Section of the National Rifle Association of America, 1600 Rhode Island Ave., Washington 6, D. C. Membership is available to citizens of good repute. The range plan shown above is one of many included in this booklet.

ATTENTION GUN CLUBS

Enter NIRA-NRA Postal Shooting Contest

Who is eligible

• INDIVIDUAL MATCH
This contest is open to any employee of a NIRA member company. Entrants need not be gun club members, and no limitation is placed on number.

• TEAM MATCH
Open to one or more teams of four shooters from each NIRA member company. An individual may not fire on more than one team.

• RESTRICTIONS
Only employees of companies holding NIRA company memberships are eligible. If a branch holds a company membership, it IS eligible.

How to enter

• ENTRIES
Entry forms will be sent to NIRA company members in January. Fill out and return to the National Rifle Association, 1600 Rhode Island Ave., N.W., Washington 6, D. C. Registered targets will then be shipped to you.

• CLOSING DATE
Entries may be made at any time, providing targets are fired and returned to the NRA by April 30.

• CLASSES
Four classes: firearms and gas-operated rifles and pistols or revolvers.

• FEES
Individual—$1.00 per entry
Team—$4.00 per team
Entry fees to be paid to the NRA and sent with entry form. The entry fee may be paid either by the individual the gun club or the company.

How to participate

• FIRING DATE
Registered targets may be fired when received by the NRA. Fired targets must be returned to the NRA postmarked not later than April 30. Companies may fire the individual match first and use these scores as a basis for selecting team members.

• DISTANCE
Firing will be at 50 feet with firearms or 25 feet (reduced 50 foot targets) with gas-operated guns. Firing may be indoor or outdoor.

• COURSE OF FIRE
RIFLE: Individual—10 shots prone and 10 shots standing.
RIFLE: Team—same as individual match for each team member. All four scores count as team total.
PISTOL: Individual—20 shots slow fire.
PISTOL: Team—Same as individual match for each team member. All four scores count as team total.

• EQUIPMENT
RIFLE: Any .22 cal. gas-operated or rimfire rifle, trigger pull not less than three pounds. Palm rests, Schuetsen type buttplates and set triggers (unless sealed) are prohibited. The sling is permitted.
PISTOL: Any .22 cal. pistol or revolver, gas-operated or firearm.

• SIGHTS
Metallic sights.

• TARGETS
NRA official 50 foot targets for firearms or NRA official 25 foot targets for gas-operated guns. Registered match targets will be furnished by NRA upon receipt of entry.

• POSITIONS
RIFLE: The NRA standing position (NRA Rule 5.12) is permitted. See illustrations in rule book for approved firing positions.
PISTOL: Standing with no artificial support.

• SIGHTING SHOTS
RIFLE: Unlimited on sighting bulls eye provided on target. May be taken between record shots if desired. No extra time allowed.
PISTOL: No sighting bullseye is provided on pistol targets.

• PRACTICE
Unlimited for both rifle and pistol.

• SPOTTING SCOPES
Competitors and coaches may use spotting scopes for observing.

• COACHING
Coaching is permitted during the team match. No coaching is allowed during the individual match.

• TIME LIMIT
Firing time is ten minutes per target of ten record shots.

• GENERAL RULES
In all cases not covered by these conditions, the current NRA Smallbore Rifle Rules will apply. Copies may be obtained from NRA for 25 cents each.

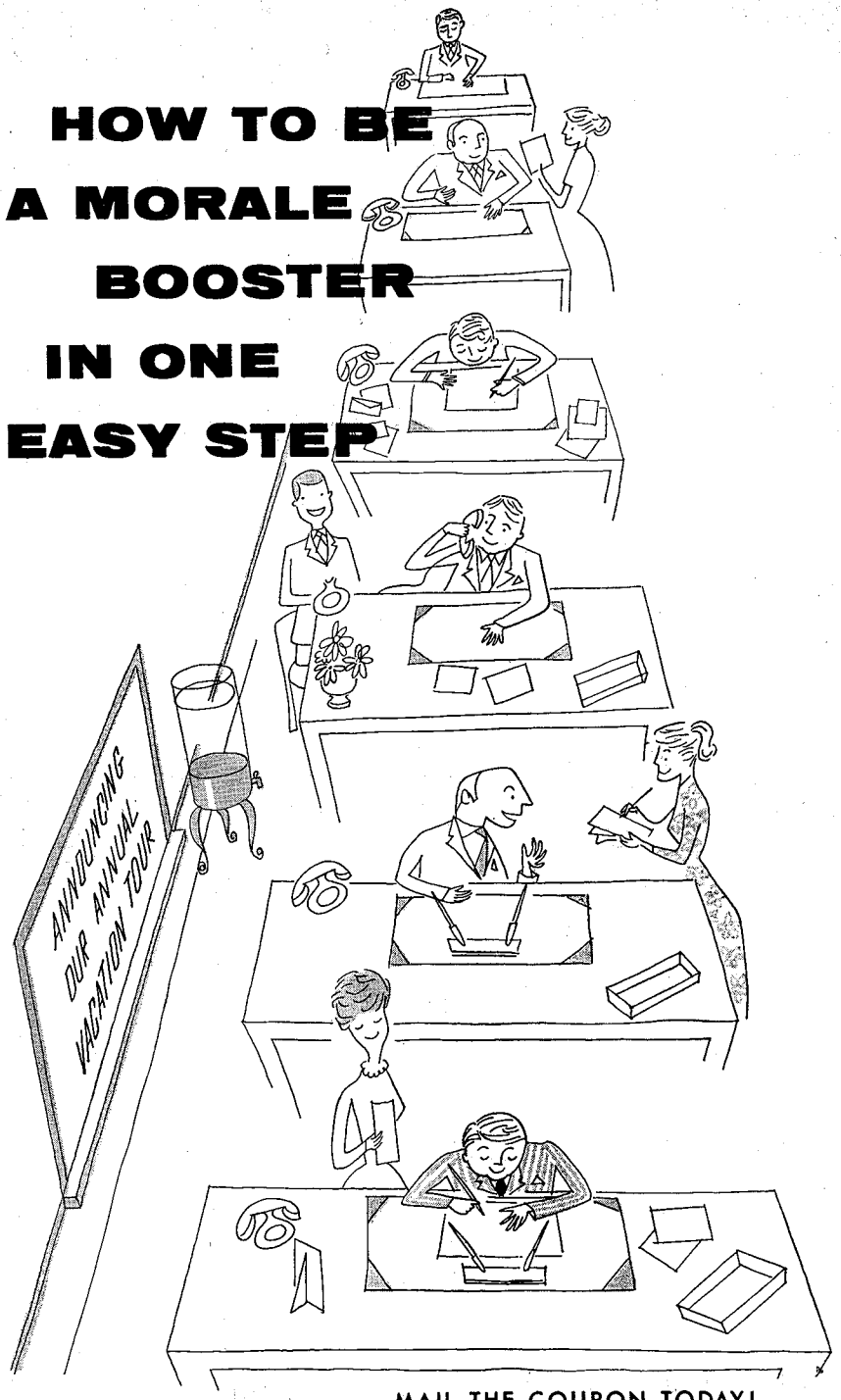
What do you get

• NATIONAL AWARDS
For each classification:
INDIVIDUAL—The NIRA-NRA Individual trophy to the winner. Small trophies on the basis of one added trophy for each 15 additional entries.
TEAM—The NIRA-NRA Team trophy and smaller trophies for each member of winning team. Additional awards on the basis of one set of awards for each ten teams.

• REGIONAL AWARDS
For each classification:
INDIVIDUAL—Winner's trophy and additional awards on the basis of one for every ten entries.
TEAM—Small trophies to each member of winning team. Added awards on the basis of one set for every five teams.
(National winners will pass regional awards to next highest in region.)

• ACTIVITY PROMOTION
The first annual NIRA-NRA Postal shooting contest can be a big event on your activities calendar. Gun enthusiasts can compete on regional and national scales without losing time from their jobs and with a bare minimum of expense. If you haven't been able to organize a gun club, this may be what you have needed to stimulate interest. Start planning today.

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Frank Torre of the Braves spoke.



The first of 718 individual winners assemble on the Allen-Bradley stage.

Photos by Dick Johnson, Allen-Bradley

Milwaukee Sports Night

Toni LaRue proved very entertaining.



County council combines award presentations into two big celebrations

The Milwaukee County Industrial Recreation Council with its 91 company members has worked out a neat and effective solution to an old problem.

The group has successfully consolidated all the various award banquets into two major "Sports Nights," one held in the Spring covering previous Fall and Winter activities, and the other staged in the Fall for Spring and Summer events.

The council's most recent sports night took place Oct. 28, in the auditorium of the Allen-Bradley Company before an audience of 725.

Distributing a staggering total of 766 trophies—718 to individuals and 48 to teams—the council crowned champion in softball, golf, tennis, bait castin and trapshooting.

The program started with dinner then movie shorts, award presentations a professional stage show and refresh ments, followed by cards and a full length motion picture.

Council officials expressed enthusi asm for their new method of handlin award presentations to league winner by noting these advantages:

- It's less expensive to the Council.
- Industrial recreation directors nee devote only two evenings a year to such gatherings, compared to half a doze or more under the old system.
- Large attendance makes better pro grams and entertainment possible.
- Players meet opponents socially.
- Newspapers prefer it, resulting i better publicity.
- The same importance is accorded t each activity.

Milwaukee County IRC officials (l-r): John Peters, Western Machine; Carl Klandrud, Allis-Chalmers; Walter Sprangers, Allen-Bradley; Larry Butzer, Chain Belt; Andy Thon, MCIRC secretary; and Gene Berce, Miller Brewing.



Adding prestige to the occasion, sports celebrities assisted in presenting the trophies. Below, Ed Hickey, head basketball coach at Marquette University and formerly from St Louis U., congratulates a tennis champion.



Man of Many Hats

"What do you do?"

"I'm an industrial recreation director."

"What are some of the duties that your job involves?"

"Well . . .," and you are off. Depending on how much information your friend wants, your end of this conversation could end with a few very well chosen words or could last as long as your ability to keep talking.

With jobs in almost every phase of business and industry becoming increasingly specialized and routine, the industrial recreation director is in the enviable position of having virtually no shackles restricting his initiative and imagination.

Foremost among a recreation director's duties, of course, are conducting sports, crafts, social and hobby activities. In themselves, these activities are boundless. But the job description does not necessarily end here.

In addition, 240 returns to a random sampling of NIRA member companies completed in late 1957 shows that industrial recreation directors handle at least 27 other activities.

Nine of these, listed in chart form below, are relatively common throughout the U. S. and Canada. The other 18, although exceptions rather than the rule, point out the wide scope of the director's responsibilities and may portend things to come.

In analyzing the chart, there is no clear cut correlation between company size and the number of activities handled by the recreation director. However, directors for companies with more than 10,000 employees tend to be a little more specialized while those with companies employing 1,001 to 5,000 cover the most ground. Almost all of the 8 less frequently reported activities were handled by directors of companies in this size grouping. Directors of companies in the other three groups rarely ventured into these fields.

Number of company employees	Total	Under 1,000	1,001-5,000	5,001-10,000	Over 10,000
Per cent of recreation directors handling:					
Tickets for professional shows	51.7	47.1	52.1	60.5	53.7
Charity drives (Red Cross, etc.)	29.6	33.3	29.3	36.4	10.7
Food Bank	27.1	28.8	26.1	27.3	25.0
Welfare Fund	23.7	21.8	27.2	33.3	7.3
Licenses	17.5	10.4	22.8	24.2	14.3
Safety Program	14.2	20.7	13.1	6.1	7.3
Company Store	12.5	15.1	13.1	9.1	7.3
Suggestions Program	12.5	19.5	10.9	3.0	7.3
Discount purchasing for employees	1.7	3.5	0	0	3.6
Number of companies reporting	240	87	92	33	28

Other Functions Listed
(Each mentioned three times or less)

Mobile X-Ray
Voters' Registration Drive
Housing
Insurance, Legal and Income Tax Service
Sports Booklets
Group Insurance and Pension Plan
Savings
Sick Visitations
Plant Tours
Plant Newspaper
Tickets for College and Pro Football Games
Hotel Reservations
Cafeteria, Coffee Service, etc.
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Car Sales
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Bulletin Board
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Drop us a line at 500 Fifth Avenue, New York 36, or telephone OXford 5-4460 for quotations and itineraries on any travel you may be planning.



IDEAL SPLASH PARTY LOCALE

Hold your splash party at Chicagoland's outstanding indoor pool, located at the **Town Club,** 505 N. Michigan Ave. (13th floor, Sheraton Hotel). Call DElaware 7-7030 for rates and available dates.



SQUARE DANCING instructor and caller, Marian Rheynard hands out diplomas to a group of "students" who have just completed their course in basic square dancing.



ALIVE WITH ACTION is this group, many of them Cla employees, dancing at a school in Battle Creek, Mich. Th gather in the evenings as square dancing gains popularit

Clark's Cool Caller

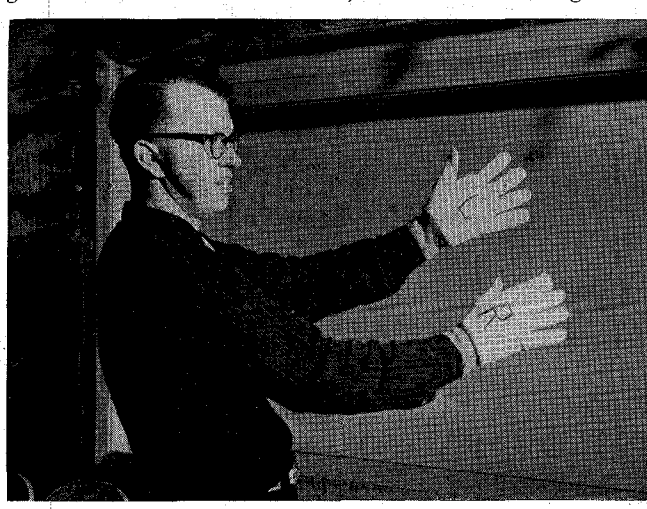




ROUND DANCING (all couples move around the floor in a large circle while performing the same step) is demonstrated as Marian and her husband, Rolland, do the Salty Dog Rag.



MANY BEGINNERS feel as though they have two left fee but Rolland Rheynard has this problem solved as he mode gloves marked "L" for the left, and "R" for the right.





F YOU THINK you're good, try this. For laughs and a ittle diversion, Clark square dancers try different antics uch as the one shown above: dancing blindfolded.

Rock and Roll hasn't completely captured the country—at least not at the Clark Equipment Company in Battle Creek, Michigan where the old fashioned square dance has gained a new lease on life.

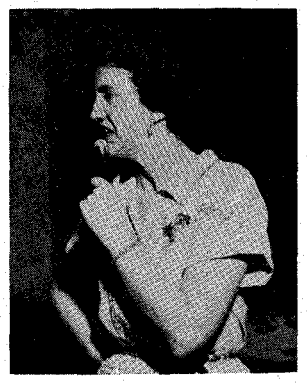
Although square dancing has enjoyed varying degrees of revival throughout the U. S., a requisite for success is a skilled caller, able to coax the dancers on their feet.

Such is the case with the employees of the Clark Industrial Truck Division. Among them is one gal with a lot of rhythm and a flair for calling both square and round dances. Her "Allemande left with the old left hand" or "Ladies to the center and back to the bar"—"Chicken in the bread pan peckin' out dough" have guided many a merry square dance to a happy, breathless ending.

Marian Rheynard, who also instructs square dancing, belongs to several clubs in and around Battle Creek. With her husband, Rolland, she devotes much of her spare time either teaching or attending dances or practicing calling.

About two years ago, Marian became interested in square dancing to relieve nervous boredom. It was only a short while after her first lesson that she became interested











in calling. A few lessons from an instructor proved she had a natural talent for calling, and she caught on quickly.

Asked if she memorized her calls, Marian responded that many of them are definite pattern calls, but many are ad-libbed from the floor. She calls for and instructs round dancing as well as square dancing.

In addition to calling for groups to which she belongs, Marian has also been asked to guest call for other square dance clubs. This she does only for the fun and experience although she has been told that she is good enough to make her hobby profitable.

At present there are about 20 couples at the Industrial Truck Division who belong to square dance clubs, and with Marian helping the square dance movement gain momentum, there's a good possibility there will be plenty more.

The dances are held in the YMCA, YWCA, school gyms and sometimes in Marian's basement. The girls wear flowing skirts, mostly hand made, which cover yards of petticoats. The men dress in Western style clothes with large silver belt buckles and boots with a short promenade heel as typical accessories.

A SQUARE DANCE "star" is formed by four Clark couples. Gay skirts, pretty petticoats and Western gard add atmosphere as young moderns swing to the old fashioned square.





COMEDIANS George and Betty Johnstone appeared at the workshop through the courtesy of the Al Dvorin Agency.

RM N.I.R.A. NEWS

A Bold Step Forward

NIRA Board of Directors clears the way for future expansion and extension of member services

At the Chicago workshop, Nov. 13, NIRA President Tom Croft predicted that, on the basis of survey reports, the number of companies providing full scale employee programs would triple within the next five years.

The next day, at their regular semi-annual meeting, the NIRA board o directors took important steps toward expanding Association services to in sure this expected growth.

High on the agenda was a discus sion of several avenues open t increase Association assistance.

Seasonal bulletin services with com pany enclosures along with Idea Clin ics and the President's Column will b stepped up.

NIRA co-sponsorship with the Na tional Rifle Association (see next page of a National Industrial Rifle and Pisto Postal contest was approved for 1959 Other incentive contests for cultural a well as athletic activities are to be in vestigated and developed.

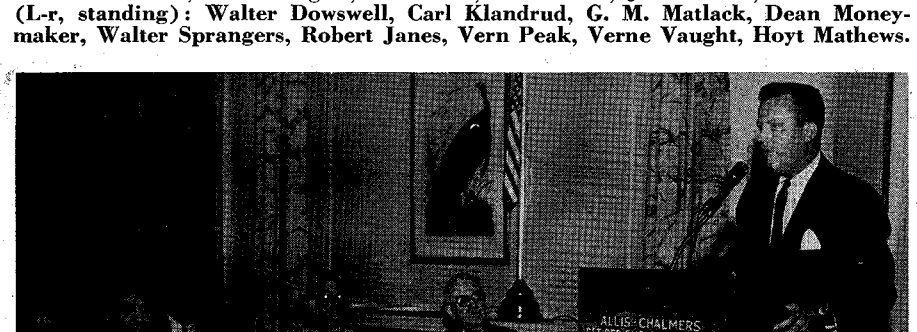
To assist companies in planning an evaluating employee trips, a trave questionnaire was drafted and method of additional assistance by the NIRA Travel Council outlined.

In view of the future demands o the Association and a careful examina tion of its activities, the board passe a dues increase proposal subject to th approval of NIRA members. Fifteer years have elapsed since any adjust ment has been made in dues to cove increased operating costs and addi tional services.

Other business: the 1961 NIRA 20t anniversary conference and exhibi was changed from Los Angeles to Chi cago. Murray Dick, DOFASO, Hamil ton, Ont., was named Region 8 Junio Director in place of Mike Dore wh resigned from Avro Aircraft.



ATTENDING NIRA Board of Directors meeting (l-r, seated): Martha Daniell, William LaBute, Ken Klingler, Don Neer, Tom Croft, John Leslie, Frank Davis. (L-r, standing): Walter Dowswell, Carl Klandrud, G. M. Matlack, Dean Moneymaker, Walter Sprangers, Robert Janes, Vern Peak, Verne Vaught, Hoyt Mathews.



PRESIDENT Tom Croft visited a meeting of the Allis Chalmers Retired Employees club in Milwaukee during the week preceding the board meeting.

HEAD TABLE at workshop included (l-r): Ralph Isacksen, J. P. Seeburg Corp; Al Vosskuhler, International Harvester; Rt. Rev. Msgr. Kelly, director CYO; John Duba, mayor's assistant; and Gaylord Donnelley, R. R. Donnelley.



OTHER DIGNITARIES included (l-r): John Crnich, R. R Donnelley; Tom Croft, Convair and NIRA president; Walte Dowswell, Motorola; Louis Goldstein, Toni; and P. J. Mc Carthy, Ass't Recreation director, Chicago Park District.



A BANNER YEAR FOR INDUSTRIAL BASEBALL

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Enter the N.B.C. tournament program to determine the 1959 National Non-Pro Championship.

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FEATURES

- Official Rules of Baseball
- Directory of Leading Teams
- Names of Club Officials
- Nation-wide Tournaments
- N.B.C. Association of Umpires
- Nat'l Player Contract System
- N.B.C. Ass'n of Leagues
- N.B.C. Ass'n of Scorers
- National Ass'n Old-Timers
- Directory of Past Champions
- Model League Constitution



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..... Copies of 1960 issue of the Official Baseball Annual at $1.00 each, to be mailed when off the press, March 1, 1960. (Add 25c per copy in order to cover postage and handling.)

..... Previous editions of year-book (1945-46-47-48-49-50-51-52-53-54-55-56-57-58) at $1.00 each. (Circle editions desired.) (Add 25c per copy to cover postage and handling.)

..... Copies of Baseball Rule Books (15c retail). Lots of 100 or more, $7.00 per 100, postpaid; more than one dozen, $1.00 per dozen, postpaid; single order 15c—add 10c mailing charge.

..... Pads of Box Score Sheets (for newspaper reports of games) at $1.25 per pad. (Add 25c per pad to cover postage and handling.)

..... Copies of SCOREMASTERS Official Score Book of National Baseball Congress at $1.50. (Add 25c per copy to cover postage and handling.)

I am interested in the following materials checked below and will appreciate this information being mailed without charge.

( ) Entering a team in tournament program
( ) Supervision of a District Tournament
( ) Organizing a league in N.B.C. National Assn.
( ) Affiliation of an Umpires' Group in N.B.C. National Association.
( ) Membership in N.B.C. Association of Umpires.
( ) Membership in N.B.C. Association of Scorers.
( ) Organization of an Old-Timers Group
( ) Placing players of teams under the Nation-wide contract system.

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RATES: regular type, 15 cents each word
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Asst Recreation Dir, 12 years experience including 2 as rec dir for large Chicago firm. Age 32, married. Salary $6,000.
CP6—RECREATION MANAGEMENT

Recreation or Athletic Directorship. Experience as US Army and Air Force recreation supervisor. B.S. and M.Ed. Montana State College. Age 34. Salary $6,500.
CP-7—RECREATION MANAGEMENT

Asst Women's Recreation Director. Graduate in sociology, Sweet Briar and Lynchburg College. Age 20. Salary $2,800.
CP8—RECREATION MANAGEMENT

Midwest Municipal Recreation Director with outstanding experience wants to relocate with industry in recreation. B.S. and M.S. U of Maryland. Age 33, married, 2 children, salary open.
CP9—RECREATION MANAGEMENT

Industrial recreation director. Graduate, St. John's U., 4 yrs as rec assistant, 3 yrs as director for private recreational center of 1,000 members. Also coached state high school basketball champs.
CP-10—RECREATION MANAGEMENT

Recreation Dir. Phy. Ed graduate, DePaul U., 5 yrs high school teacher and coach, also boys club program director, 4 yrs. Additional exp. as day camp director, crafts instructor. Age 29, married. Salary $650 per month.
CP-11—RECREATION MANAGEMENT

ATHLETIC APPAREL

Team and Industrial Patches Made to Order. Send rough sketch, quantity, size and colors for prices. T-Shirts—Sweat Shirts—Jackets, etc. Request complete catalog on company stationery.
THE FELT CRAFTERS, Plaistow 12, N. H.

ENTERTAINMENT

Fabulously funny comedy team of George and Betty Johnstone do wonders with an amazing repertoire of magical tricks. Have a few choice dates open on their six month tour starting in Jan. For further information, write or wire: AL DVORIN AGENCY, 54 W. Randolph, Chicago 1, Ill.

VISUAL AIDS

1959 Guide to Visual Aids lists the entire selection of books, motion pictures, slidefilms, pamphlets and handbooks produced by The Athletic Institute for sports, physical education and recreation. For your free copy of this catalog, write:
THE ATHLETIC INSTITUTE, 209 S. State St., Chicago 4, Illinois

Philadelphia Space Race

Booth rental contracts skyrocket for the 1959 Conference and Exhibit

With five months to go, 30 exhibitors have already reserved 38 booths for the National Industrial Recreation Association's 18th annual Conference and Exhibit, slated for Philadelphia, May 24-27, 1959.

According to Don Neer, NIRA executive secretary, "Booth rentals for this year's conference are proceeding at a faster rate than in any other previous year. We are looking forward to closing out the entire 84-booth exhibit area in record time."

The four-day training conference is organized to assist any U. S. or Canadian industry in improving its employee activity program.

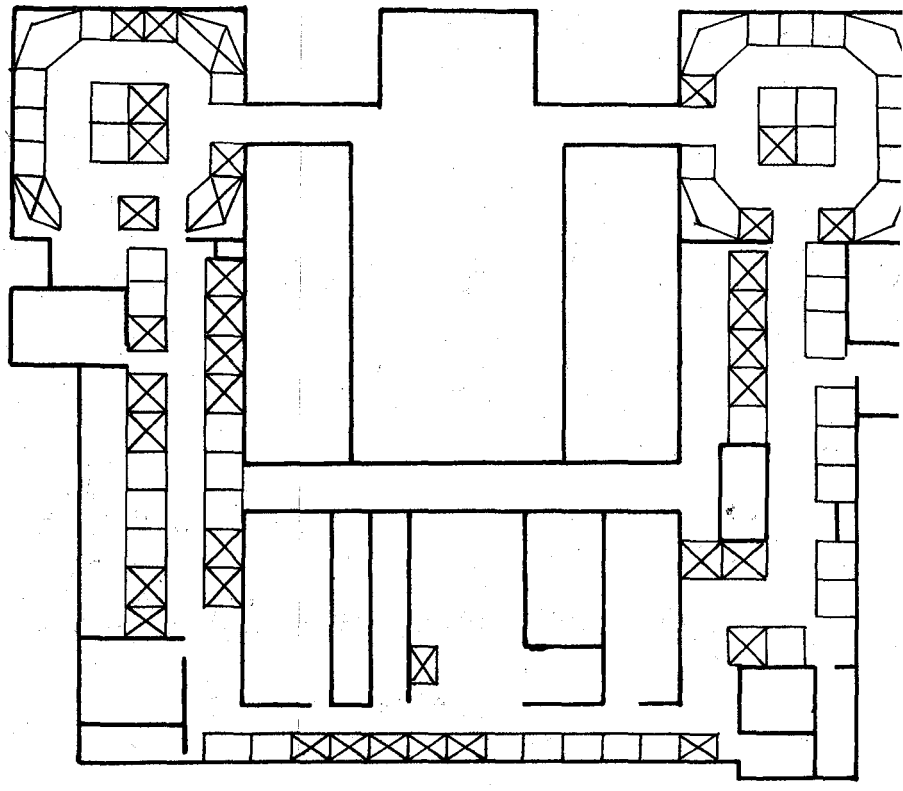
The conference features panel discussions, special problem solving clinics and activity demonstrations as well as the only exhibit of the latest in industrial recreation equipment and services.

Staged in the "Cradle of Liberty" which has become the heart of the nation's largest industrial complex, t conference is also expected to draw t largest number of delegates in NIR history.

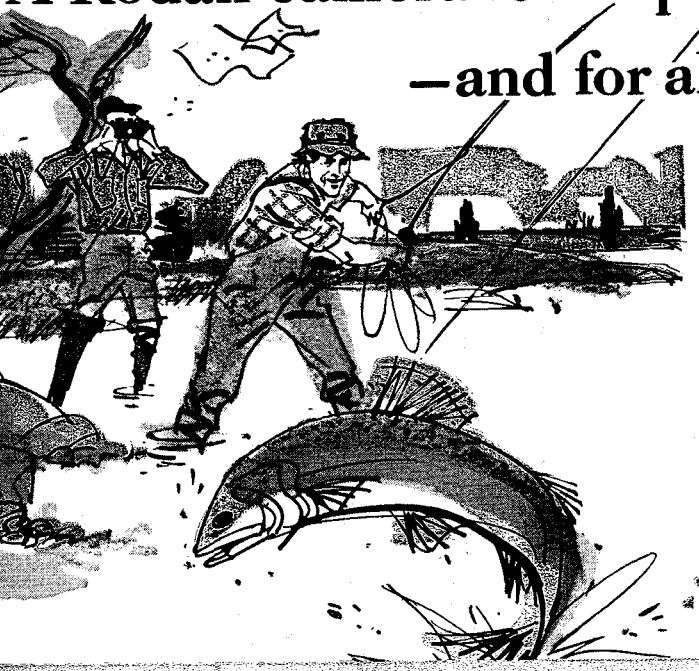
At press time, the following e hibitors had reserved space:

Adirondack Bats Inc.
Amateur Softball Association
American Bowling Congress
Associated Agencies, Inc.
Athletic Institute
Ball-Boy Company
Champion Knitwear Company, Inc.
The Coca-Cola Company
Crosman Arms Co., Inc.
Crouse-Hinds Company
The Flying Tiger Line, Inc.
Hotel Fontainebleau (Miami Beach, Fla.)
Gill Hotels Company
Hanna Manufacturing Company
Hillerich & Bradsby Co., Inc.
Lanseair Travel Service, Inc.
The MacGregor Company
National Association of Amusement, Parks, Pools and Beaches
National Bowling Council
National Golf Foundation
National Rifle Association
New York Convention and Visitors Bureau
Northwest Automatic Products Corp.
Overseas National Airways
Rudd-Melikian, Inc.
The Seven-Up Company
SICO Manufacturing Company, Inc.
Shakespeare Company
A. G. Spaulding & Bros., Inc.
Transport & Travel Contractors, Inc.
Waldron & Co., Inc.

DIAGRAM OF EXHIBIT SPACE
Checked booths were sold as of December 12



A Kodak camera is the perfect gift at retirement —and for all your award programs!

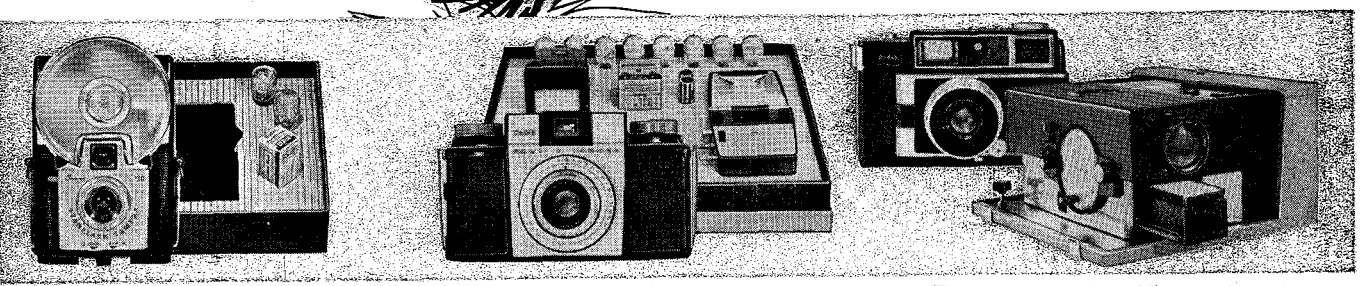


Your employees will really go for Kodak cameras or outfits—as anniversary gifts, as prizes in contests, as suggestion incentives, as party mementos.

What better way to show your appreciation for a job well done than by marking the occasion with a gift your employees really want—a Kodak camera or outfit. Think how they, and their families, will enjoy picture-taking in leisure time!

There's a just-right item for your gift, prize, or award program in Kodak's complete line of cameras and outfits from $4.25 to $850. Mail coupon below for further details.

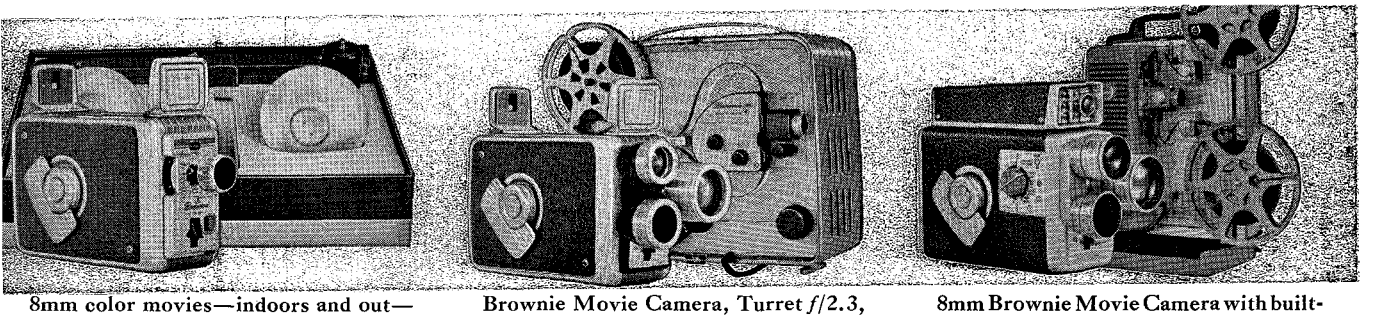
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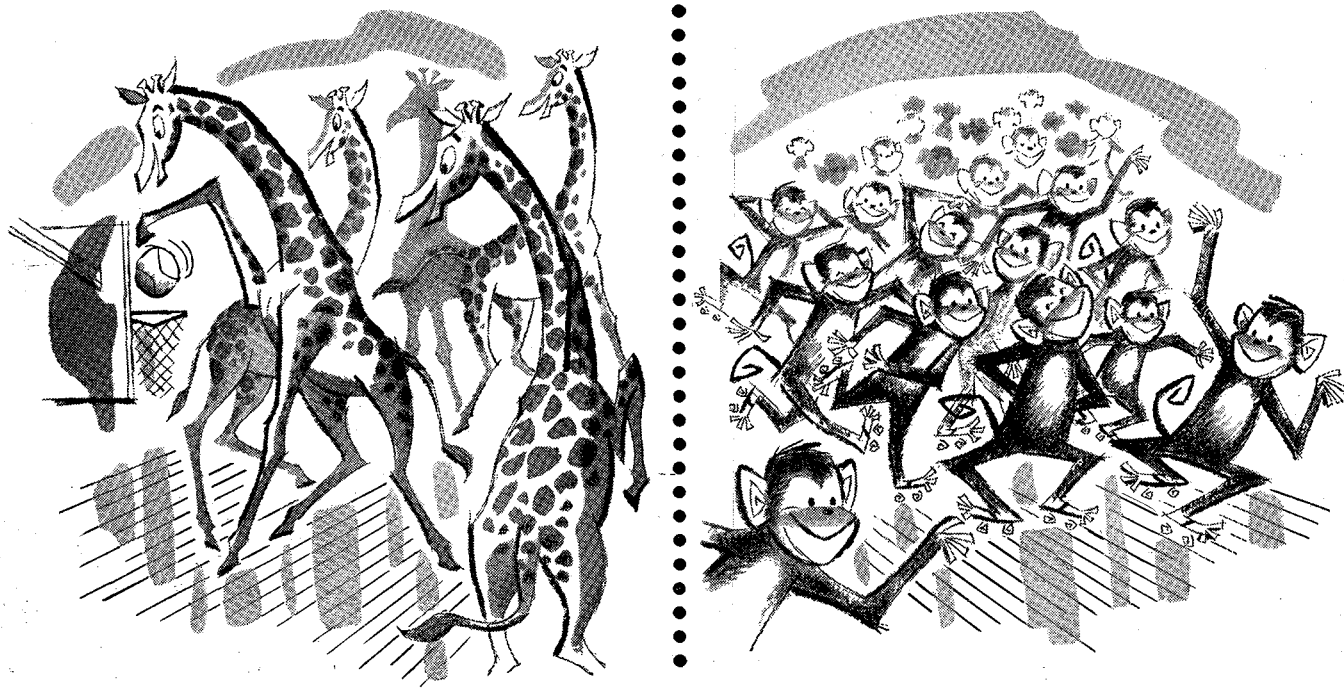
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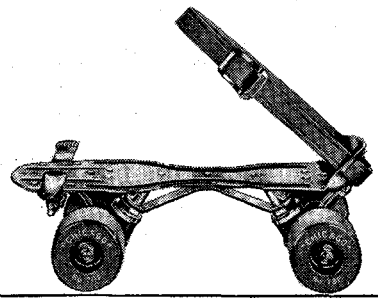


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RECREATION MANAGEMENT

FEBRUARY 1959

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY

SPECIAL REPORT:

WHAT DOES THE RECREATION DOLLAR BUY ?

PAGE 8

Top Management Speaks . . . . . page 4

Guide for Boys Baseball . . . . . page 6

Facilities: How Much and Where? . . . . . page 12

Travel Tips for Industry . . . . . page 16

Another first by WILSON



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TOP MANAGEMENT SPEAKS:

In blending a heterogeneous group of employees into a harmonious working force, du Pont's G. M. Read believes:

Recreation contributes greatly in building up a sense of belonging on the team by breaking down artificial barriers on all levels

The time has come for enlightened management to recognize that science has now thrown out of balance the three cardinal factors that govern our daily lives.

All of these factors; social, political and economic, focus attention on man's most pressing problem: just where does the individual fit into the scheme of things in this fast changing modern world? I submit that these are the factors that establish the premise upon which employee recreational activities must be considered.

One way in which industry can aid the individual is to make available to him a wide variety of interests among which he may choose those he believes most suitable. Thus, there are formed groups or communities having common interests from which the individual may fan out into many new fields of endeavor.

To make a living, many different kinds of forces must be controlled. Biologically, each individual continuously absorbs tensions and emotional stresses. A relief valve of some kind must be found to convert these accumulations into happiness or pleasure for people at work or play. There are times when accomplishment and recognition mean far more than monetary awards.

The Engineering Department of the du Pont Company employs some 3600 people including some 1800 engineers, 450 scientific specialists and about 1500 supporting workers. Of this total, some 425 are women.

Very few of our employees are native Delawareans. During the last two years, for example, 500 new employees were added to our rolls. This poses a problem of indoctrinating these new employees into our organization in such a way that they will feel at home and welcome. Our employees activity association has been very successful in performing this function.

We know that an active recreational program promotes friendships and contributes greatly in building up a sense of belonging on the team. It breaks down artificial barriers between levels of the organization. This is particularly true in informal competitive sports.

We believe that recreation is at its best when it is free of regimentation. Management only functions when policy advice or needed facilities are requested.

It seems to me that our Association is unique in o respect, which could be described as the "cafeteria system meaning we have a great variety of interest to choose fro and management puts no restrictions on the employe or limits them to the number of activities. These activiti cover a sufficient area to appeal to the Ph.D. and to t mailroom clerk. The fact that 99% of our employees b long to the Association indicates its acceptability. O Activities Association has gone a long way in blending heterogeneous group of employees into a harmonious wor ing force.

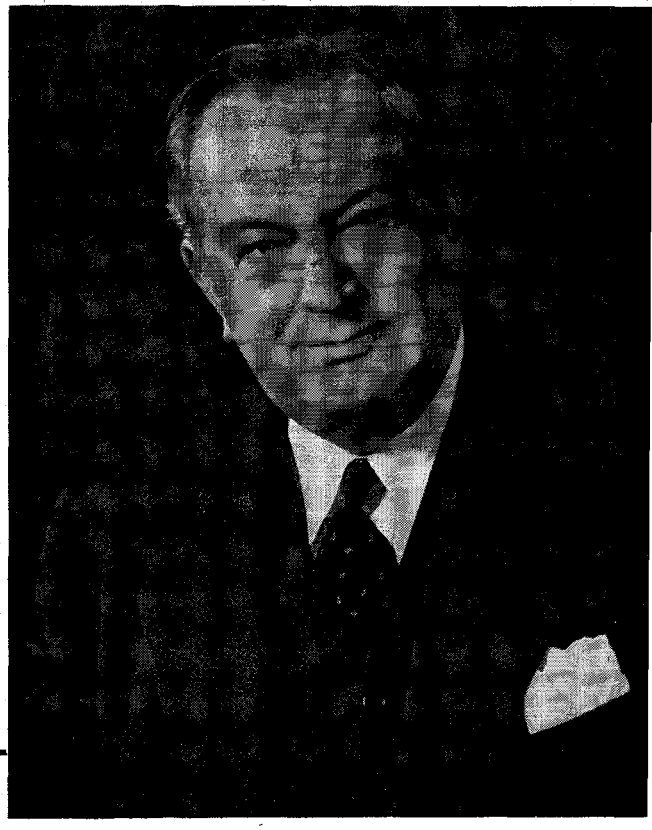
To determine actually how much good our recreation program was doing, we asked a random, cross-section our employees how they would rate the association—is worthwhile, just so-so, or isn't it necessary?

A 94% vote in favor of anything is a rarity, yet t Association was termed worthwhile by this overwhelmi majority. This testimony of our own people has justifie our basic aims in establishing the Engineering Departme Employees Activity Association some 12 years ago.

Finally, I say, with deep convictions, a force far greate than atomic energy or the conquest of astrophysics is foun in the humanistics of life, a force which still guides o destiny.

G. M. Read

Chief Engineer, Engineering Department
E. I. du Pont de Nemours & Co.



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RECREATION MANAGEMENT

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22 LETTERS

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IN MARCH R/M

FITTING GOLF CLUBS

Knowledge of the essentials in golf club construction help the recreation director give sound advice to employees shopping for new clubs.

CAMERA CLUB IN EUROPE

More than 100 cartons of flash bulbs popped all over Europe last summer when New York's Consolidated Edison Camera Club toured the continent.

FACILITIES: WHAT HAS BEEN DONE

In the third of the series on industrial parks, R/M looks at existing facilities, their operation and planning concepts.

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BOYS BASEBALL organization and equipment

Here are the distinguishing features and playing requirements you should know when planning to sponsor youth baseball

LITTLE LEAGUE

120 W. Fourth St.
Williamsport, Pennsylvania

AGE REQUIREMENTS
Up to 12 years old. No more than six age 12 players on a team. On a 15-player team at least four players must be age 10 or under, on 13 and 14-player teams three must be 10 or under, on 12-player teams two must be 10 or under.

NUMBER OF PLAYERS ON TEAM
Twelve to fifteen.

FIELD DIMENSIONS
Bases: 60 ft. apart. Pitching: 44 ft.

BATS
Must not be more than 33 inches in length not more than 2¼ inches in diameter and no less than 1 1/16 in diameter at its smallest part. Bats may be taped for a distance not to exceed 16 inches from the small end.

HEAD PROTECTORS
A Little League approved protective helmet must be worn by each batter and baserunner. Each league shall provide at least five helmets for each dugout.

P-O-N-Y LEAGUE

122 S. Main St.
Washington, Pennsylvania

AGE REQUIREMENTS
For 13 and 14 year old boys. No more than eight players of age 14 are allowed on any one team.

NUMBER OF PLAYERS ON TEAM
Twelve to sixteen.

FIELD DIMENSIONS
Bases: 75 ft. apart. Pitching: 52 ft.

BATS
Must not be more than 34 inches in length nor more than 2½ inches in diameter. Bat may be taped for a distance not to exceed 1 inches from the small end.

HEAD PROTECTORS
All batters must wear approved batting protective helmets, or baseball headgear which gives protection to the temples, ears and base of the skull. It is also required that protective helmets be worn by baserunners.

BABE RUTH LEAGUE

524 Hamilton Ave.
Trenton 9, New Jersey

AGE REQUIREMENTS
Thirteen to fifteen years of age inclusive. Each team must have a minimum of five age 13 players and no more than five age 15 players.

NUMBER OF PLAYERS ON TEAM
Maximum of fifteen players.

FIELD DIMENSIONS
Regulation Major League specifications.

BATS
Must not be more than 34 inches in length nor more than 2¾ inches in diameter.

HEAD PROTECTORS
Some form of protective headgear must be worn by all batters. Also strongly recommend baserunners wear protective headgear.

KHOURY LEAGUE

3216 Park Ave.
St. Louis 4, Missouri

AGE REQUIREMENTS
Atom: 7-9, Bantam: under 11, Midget: under 13, Juvenile: under 15, Junior: under 17, Intermediate: under 19, Prep: under 21, Senior: open.

NUMBER OF PLAYERS ON TEAM
Fifteen

FIELD DIMENSIONS
Bases—Atom: 55 ft. apart, Bantam: 60 ft, Midget: 70 ft, Juvenile: 80 ft, all others, regulation distance.

BATS
Major League specifications (Specially made Khoury League bats from 29 to 34 inches long are used by most teams).

HEAD PROTECTORS
Players in all divisions must wear head protectors while batting.

AMERICAN LEGION

700 N. Pennsylvania
Indianapolis 6, Indiana

AGE REQUIREMENTS
Thirteen to fifteen years of age inclusive. One third of the roster must consist of 13 year-olds.

NUMBER OF PLAYERS ON TEAM
Twelve to sixteen.

FIELD DIMENSIONS
Regulation Major League.

BATS
Recommended length: 31 to 33 inches.

HEAD PROTECTORS
Required for all tournament games. Recommended for use by local leagues.

VFW TEEN-ER LEAGUE

Broadway & 34th
Kansas City 11, Missouri

AGE REQUIREMENTS
Up to and including age 17.

NUMBER OF PLAYERS ON TEAM
Maximum of 16 players.

FIELD DIMENSIONS
Regulation Major League.

BATS
Major League specifications.

HEAD PROTECTORS
A protective helmet must be worn by all batters.

checklist

SHOES
Shoes with metal cleats are prohibited. Molded rubber cleats are permissible.

UNIFORMS
Uniforms consisting of shirt, pants, cap and socks of regular baseball design must be worn by all players. Each team must have at least 12 uniforms. Athletic supporters of the metallic, fiber or plastic cup type must be worn by catchers during both practice and games.

SHOES
Approved regulation, blunt steel spiked baseball shoes or rubber cleated shoes are permitted, with each local league determining the type of shoe it will use.

UNIFORMS
Conventional baseball uniforms are required, including shirt, pants, cap and socks. Use of "T" shirt or sweat shirt in place of conventional baseball shirt is prohibited. Commercial lettering should be limited to two inches or less in height.

SHOES
Regulation baseball shoes (nothing can be attached to the heel or toe other than the ordinary shoe plate or toe plate).

UNIFORMS
Teams are not required to wear uniforms by the national organization. However, most teams wear full uniforms.

SHOES
Players in Atom and Bantam classes may not wear metal spikes or cleats.

UNIFORMS
Uniforms are not required but are worn by most teams.

SHOES
Regulation baseball shoes.

UNIFORMS
Uniforms are not mandatory, but national organization recommends that all teams be fully uniformed.

SHOES
Regulation baseball shoes.

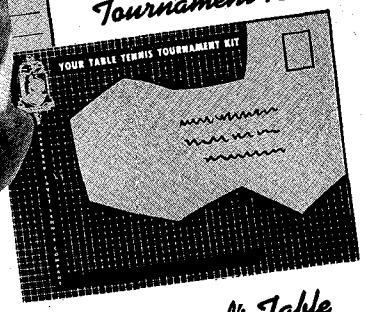
UNIFORMS
Uniforms are not required except in State and National championship play. Then, the American Legion Junior Baseball insignia must be worn on the left sleeve. Only team identification on the front. Sponsor's name may appear on the back of the shirt with the number.

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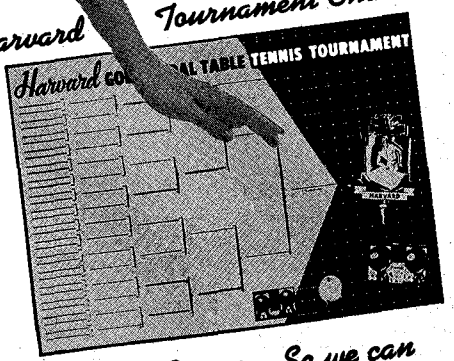
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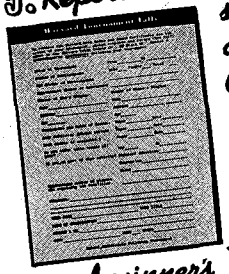
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THE RECREATION DOLLAR

What does it buy? Here's a study of the volume and variety of recreation equipment and services purchased by 35 companies during a single year

Conservatives estimate the industrial recreation market at $1 billion annually.

Including facilities, maintenance, group travel, vending and the hundreds of personal items used in recreation activities, this figure is undoubtedly a gross understatement.

However, exact calculation of the total volume of industrial recreation purchases is pending upon the availability of assistance needed to conduct on-the-spot personal interviews at the 8,000 U. S. and Canadian firms sponsoring recreation programs with many different employee clubs and activity groups.

Instead, the National Industrial Recreation Association sent detailed questionnaires to its 100 largest member companies in an attempt to learn more about the size and potential of this booming, young market.

Of this sampling, 35 companies submitted complete returns. Bookkeeping methods, decentralized purchasing, company policy and other problems restricted the number of returns.

Some reports included the purchases of the home office only. Hence, the size of the firms included in the survey ranged from 1,300 employees to 170,000 for an average size of 17,860 employees.

In the survey tabulations the figures under the column headed "Companies Reporting" include only those firms purchasing that particular item. It is interesting to note that softballs and softball bats were purchased by all 35 firms.

Certainly, the most surprising information turned up by the survey was the size of some purchases made by an individual company. For example, one firm bought 1,440 dozen golf balls and another, 7,488 decks of cards.

These "largest single purchases" were found scattered throughout the returns and are not the purchases of only the two or three largest companies in the survey.

Because the purchases varied so widely in volume, the median purchase is considered more realistic than if the average purchase were computed. For example, baseball purchases totalled 780 dozen. The average for 14 companies reporting would then be 55½ dozen. However, one company alone bought 425 dozen or more than half the total. Therefore, the median figure of 18 dozen is more representative.

One of the most significant findings of the survey is the volume of company purchases for items which are generally considered to be of a personal nature bought by the individual participan from his own funds. Examples: 1,85 bowling balls, 357 pairs of bowlin shoes and $30,780 for ammunition.

Of course, these purchases were no completely financed from compan funds. A survey published in REC REATION MANAGEMENT in Marc 1958, disclosed that in 42% of th companies sponsoring recreation, man agement matches the employees' con tributions. About 44% of these firm also used profits from vending ma chines to help finance their programs More than 10% conducted money raising projects, and many received ad ditional income from fees and commis sions.

Several items listed on the surve questionnaire were not included in th final tabulations because of the diffi culty in establishing a common evalua

INDIVIDUAL SPORTS

Item Purchased	Companies Reporting	Total Purchases	Largest Single Purchase	Median Purchas
Archery:				
Targets	14	275	89	12
Bows	12	168	36	9
Arrows (dozen)	12	162	40	12
Badminton:				
Shuttlecocks (dozen)	15	133	20	5
Rackets	15	301	72	12
Nets	14	58	12	2
Bowling:				
Balls	9	1,858	751	24
Shoes (pair)	10	1,249	357	144
Shirts	13	5,287	2,106	336
Golf:				
Clubs (sets)	6	210	60	34
Balls (dozen)	20	4,464	1,440	91
Horseshoes:				
Steel (sets)	22	303	60	8
Rubber (sets)	3	3,870	2,400	800
Shuffleboard:				
Cues and Discs (sets)	13	449	200	12
Table Tennis:				
Tables	11	235	80	12
Balls (dozen)	21	2,083	600	24
Paddles	19	2,794	720	48
Tennis:				
Balls (dozen)	18	295	36	10
Rackets	7	67	24	8
Nets	11	40	12	3

TEAM SPORTS

Item Purchased	Companies Reporting	Total Purchases	Largest Single Purchase	Median Purchase
Baseball:				
Bats (dozen)	15	360	200	8
Balls (dozen)	14	780	425	18
Uniforms (complete sets)	10	914	135	60
Bases (sets)	10	55	12	4
Basketball:				
Balls	33	793	174	8
Uniforms (complete sets)	20	969	300	20
Softball:				
Bats (dozen)	35	658	250	8½
Balls (dozen)	35	2,218½	422	24
Uniforms (complete sets)	12	2,150	556	27
Uniforms (shirts only)	6	1,648	575	432
Bases (sets)	30	291	60	6
Volleyball:				
Balls	28	384	36	6
Nets	28	207	24	2

ion. These omitted items included substantial investments in radio and camera equipment, craft supplies and travel.

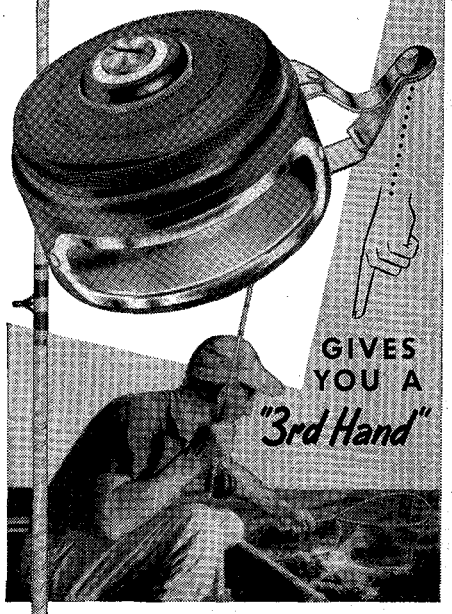
Recreation facilities such as auditoriums, bowling lanes, shooting ranges, playground equipment, etc. were also excluded from the survey.

Although not shown in the tabulations, the survey also sought information on source of supply. The results were almost identical to the findings of a 1949 survey which showed that 95% of all industrial purchases were from the local dealer and/or jobber. Of these, 60% were from dealers only.

OTHER PURCHASES

Item Purchased	Companies Reporting	Total Purchases	Largest Single Purchase	Median Purchase
Music:				
Sheet music (value)	12	$7,335	$1,600	$500
Records	6	2,476	932	460
Game Equipment:				
Playing cards (decks)	17	16,790	7,488	240
Chess (sets)	11	1,171	480	20
Checkers (sets)	12	1,954	360	55
Awards:				
T Shirts	15	12,774	2,000	604
Trophies	29	6,887	900	144
Jackets	19	1,912	480	50
Prizes:				
Number	15	8,359	2,000	310
Value	15	$33,930	$5,000	$2,000
Toys:				
Number	18	128,125	40,000	5,000
Value	18	$109,850	$28,000	$3,225
Professional Talent:				
Cost	13	$95,450	$40,000	$5,000
Food and Beverages				
Beer	10	$25,700	$18,000	$1,000
Whiskey	5	$14,100	$6,000	$2,500
Food	17	$224,200	$75,000	$5,000
Rod and Gun				
Rifles	4	$1,630	$600	$390
Rods and Reels	5	$9,050	$5,000	$1,500
Shells	8	$30,780	$10,000	$4,000
Boats	4	$31,900	$30,000	$1,100

Shakespeare
Tru-arT
DELUXE Automatic
FLY REEL



SAVES YOUR LINE AND FISH

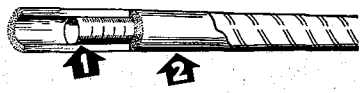
Enjoy "3rd Hand" convenience... keep fly line picked up at the flick of a finger. Always a tight line when landing fish. Free stripping with smooth, instant-acting retrieve. Line guard on each side for right or left hand use. New No. 1836 golden bronze finish, cap. 80 yds. "G" line, 34 yds. "D" line.

NO. 1836 Tru-Art Automatic $15.00



NEW SAFETY LOCK
New safety lock prevents accidental line pick-up.

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NOW DOUBLE-BILT©
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Double-bilt with (1) a reinforcing glass fiber cylindrical wall on the inside and (2) thousands of parallel glass fibers on the outside—it's this patented Shakespeare process that gives you such superb action and power for top-flight performance.
Left: No. 1451 Matching Bronze & White Wonderod 7'9", 8'6" and 9'0"....$18.95

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Happy Holiday

Of the many ways of observing Christmas, industry, in 1958, just about covered them all.

Getting the jump on Lunik, Santa Claus arrived at Crouse-Hinds in Syracuse, N. Y., by rocket to pass out gifts to 2,300 employees' children.

At Nela Park, Ohio, more than half a million visitors thronged General Electric's 25th Christmas display.

Using more than 30,000 different kinds of holiday bulbs, GE's Christmas fantasy featured the world's tallest man-made Christmas tree, 100 feet high. Other settings included a pair of lighted igloos; a "frozen" pond of lighted bulbs, complete with skater; a fairy-like island of lighted snowflakes; and a series of majestic, stained-glass windows and manger scene for the inspirational finale.

Christmas festivities at the Inland Steel Co., East Chicago, Ind., set a new record as 13,344 Inlanders and their children attended the Inland Athletic Association's annual party.

A total of 9,251 gifts ranging from wagons and dolls to binoculars and holster sets were distributed.

Possibly, no where, however, did so many different groups take part in the celebrations as they did at Diamond Alkali Company in Painesville, Ohio.

About 75 members of the Garden Club attended the second annual Christmas workshop where they learned to make apple trees, candleholders, wreaths and other decorations.

The Men's Chorus presented Christmas concerts to the public, and even the Toastmasters keyed their activities with appropriate speeches.

In their annual Christmas blood drive, 150 employees gave the "gift of life." The Christmas issue of the company newspaper, ALKA-LINES, distributed coupons entitling each employee to six bottles of Coca Cola free. The Coke was furnished with the compliments of the Coca-Cola Bottling Company in Painesville.

Jaycee Sports Report

In its report on youth and sports activities for 1958, the U. S. Junior Chamber of Commerce revealed that 17,360 boys participated in its Junior Golf program and another 10,384 competed in the Jaycee Junior and Boys Tennis program.

Feeling that there is no reason why nation-wide participation in both golf and tennis should not exceed 30,000 in either sport, Sports Director Frank A. Nagy stated that lack of facilities and lack of "know how" in staging tournaments are two major factors restricting participation.

Bowlers Make a Profit

The Mayfair Boosters Bowling League in Chicago made a wise choice when they elected Harold Ebeling as secretary-treasurer.

A keen man on money matters, Ebeling watched the league's prize money accumulate to a couple of thousand dollars each season. Considering this enough to earn a tidy profit, he opened

HIGHLIGHT of Inland Steel's Christmas party was the comedy trick roping and Australian bull whip act staged by professionals Ruth and Carl Strong. Four other acts were also included on the two-hour program.





THE BEAUTY of National Cash Regis ter's christmas decorations draws visi tors from the entire Dayton, Ohio area

an account at a savings and loan as sociation.

The semi-annual dividends woul certainly sweeten the pot, but ther was one problem. The league usuall held its awards banquet the third wee in May. How then, could he take ad vantage of the big June 30th dividend Certainly they wouldn't postpone th banquet until mid-summer.

Answer: Ebeling negotiated a sav ings account loan with the association This way, they could hold their ban quet in May and still collect the divi dend. The savings association, lik others in the country, makes such shor term loans at an interest rate 1% higher than the dividend rate. The res is simple arithmetic.

Ebeling merely deducts the interes on the six-week loan from the divi dends earned over an eight mont period. The remaining $25 or $3 won't buy the league champ a Cadillac but it could bring a top speaker t the banquet or go for an extra priz to make the championship even mor meaningful.

Christmas All Year

A check for $32,000 originally des ignated for the annual Christmas part was turned over to the Texins Associa tion of the Texas Instruments, Inc Dallas, Texas.

Reason for the switch: in a surve conducted last fall, employees indicate a desire for a more varied recreatio program. The funds will help get ne activities underway and help financ construction of facilities.

Friendly Competition at its Sociable Best



WITH AMF AUTOMATIC PINSPOTTERS

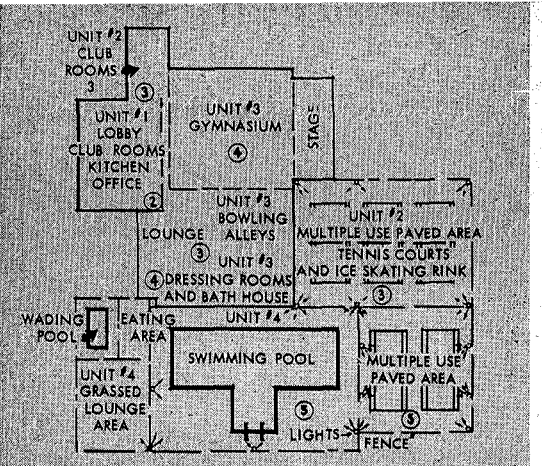
Bowling is a fun-filled group activity that makes nodding acquaintances into good friends. Anyone can bowl... men, women, youngsters and golden agers. It's the healthful exercise that can be enjoyed informally or in bowling leagues. And, bowling in AMF-equipped centers means you'll enjoy bowling at its best. Remember... AMF *means the finest!*

It's easy to develop a program that's best suited to your employees and their families. Just get in touch with your nearest AMF "Magic Triangle" proprietor... he'll be glad to help you.

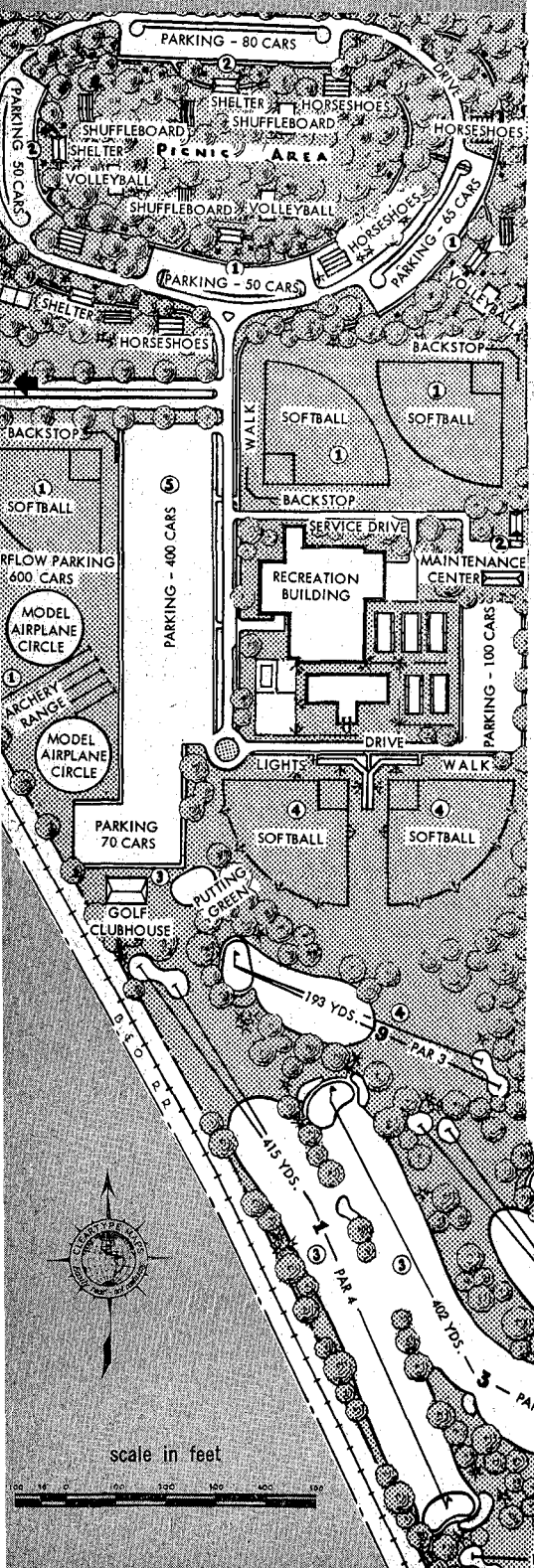
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Be sure to see "Bowling Stars" every week on ABC-TV, sponsored by your "Magic Triangle" proprietor in cooperation with AMF.



BUILDING PLAN



SECOND OF A SERIES

FACILITIES: HOW MUC

Tips from the experts and a review of existing company parks outline the essential factors in planning for industrial recreation facilities

Three years ago when General Electric's Employees Activity Association started construction on the 93 acre park shown at left, the most important work had already been done.

Before the land was purchased, before the architect so much as picked up a pencil, the GEEAA knew exactly what and how many facilities they needed to fulfill their requirements. With the architect they had completed a thorough study of every activity in their recreation program.

This is the most important step in planning recreation facilities. Only when this has been accomplished can the builder determine the acreage and topography of the land required and the financing necessary.

In those instances where the company has already set aside land for recreation facilities, a detailed analysis of employee activities is imperative to achieve full utilization of available space.

Such a study is no simple task. It should include not only numbers of participants in the various activities, but a breakdown of cost per person and number of man hours for each activity. From similar figures, GE's Dan Zieverink, supervisor of employee services, was able to determine which activities to emphasize and which facilities should be constructed first.

For an idea of the number and size of facilities required, note Table 1 on the right. Then check Table 2 and see how adequate these facilities are considered by the owners.

These figures emphasize the importance of the first step in planning an the desirability of additional space fo future expansion.

After determining the size and typ of land required, location is of prim importance. The Tokheim Corp. in For Wayne, Ind., prepared a map indica ing the residences of each employee then located the facility on the mos convenient site. (See Table 3.)

Other factors to consider in purchas ing the site are the use of the adjoin ing land, type of community locate nearby, zoning, water, sewerage, trans portation, prevailing winds (and wha these winds might bring with them) type of trees and soil.

Before the site is actually purchased it would be wise to draw up a pre liminary plan to positively determin if the site is adaptable, of sufficien size and workable shape to meet you requirements.

Financing, of course, depends on re sources and ambitions. Average cost are given in Table 4 and financin methods in Table 5.

Here's how the GEEAA worked it With its entire program financed b membership dues of $1.00 and a larg share of vending machine profits re ceived by the company, the GEEAA for eight years, put 30-40% of its in come into its facilities fund. By 1955 the fund totalled $122,000. Now, wit the building program underway, the intend to put 50-60% of their incom or about $50,000-$60,000 per yea into the facilities fund.

This can be done by continuall striving to lower the cost of thei

GEEAA PARK

General Electric Employee Activities Association
EVENDALE, OHIO

Prepared by:
THE CHARLES M. GRAVE ORGANIZATION

Park and Recreation Engin
Atlanta, Georgia

D WHERE?

verall program without jeopardizing ts effect. The voluntary GEEAA nembership increase from 50 to 90% f Evendale's 16,000 employees, in- tallation of coffee machines and plant xpansion have helped boost income nd build the facilities fund. The GEEAA also voted to drop varsity ports and transfer those funds to acilities.

As with many industrial parks (see Table 6), GE's park will be built in ive stages with development taking place as the money becomes available. These stages are identified by the circled numbers on the park plan.)

- Step 1—acquiring land, develop- ng a portion of picnic area, three oftball diamonds, model airplane ircle, archery area, roadway and arking lots. (Estimated cost: $214,- 00.)
- Step 2—Improve additional out- loor areas and complete Unit #1 of recreation building. ($234,000.)
- Step 3—construct bowling alleys, hree holes of the golf course and utdoor multipurpose paved concrete rea ($326,000.)
- Step 4—complete locker room and ymnasium, two additional softball iamonds with lights, three additional oles for the golf course, lighting pic- ic area, parking lot and roadway. $455,000.)
- Step 5—construct swimming pool, omplete nine-hole golf course and gen- ral finishing touches on the park de- elopment program ($205,000.)

The total cost of the entire park levelopment program will be about 1.5 million.

Under present financing, Zieverink stimates that the entire development lan will be completed by about 1970. his long range plan is definitely con- idered a worthwhile objective by the EEAA, combining the best efforts of oth employees and management.

Last September, Step 1 was com- leted, and GEEAA Park was officially pened.

An important function which should ot be overlooked in the preliminary lanning stages is administration, both f the development program and of ark operation.

Of the many ways to carry out the development of the area, the favorite method is to employ a park administrator and place him on the job during construction.

He will have an intimate knowledge of all construction details of the entire area and will serve as the representative of the owner, giving general supervision to the development program.

There are also several forms of management for the recreation area, all of which can be carried out successfully. Whether the park is owned and operated jointly or exclusively either by management or an employees association, each group should have a voice in the policy decisions of the park administration. Success is equally dependent on the support and cooperation of both groups.

In contemplating construction of a recreation area, some of the best advice can be obtained from companies who have completed such a project. Listed below are the recommendations of the 124 firms who participated in the survey tabulated at the right:

- Plan in stages for future expansion as participation demands.
- Build around employees needs, striving to serve all employees.
- Use simple one-level construction with ample parking.
- Allow for a major share of employee participation.
- Facilities should be owned and supported by the company.
- Use the best equipment and construction, thereby cutting down maintenance costs.
- Use cheaper construction in favor of more floor space.
- Spend less on landscaping.
- Plan for more storage.
- Consider every angle in construction —thorough planning.
- Build facilities according to where the highest concentration of employees work and live.
- Insure adequate company staffing.
- Consult with competent professional specialists.
- Plan facilities for family participation.
- Have an adequate and realistic budget to promote program.
- Do not plan for more than can be handled.
- Be sure employers want program— don't force it.
- Plan for increased maintenance costs as facilities expand.
- Get management's support and backing.
- Encourage employee dues.

FACILITIES ANALYSIS

Here are the details on 124 industrial parks as determined by a 1955 survey of NIRA member companies.

Table 1: Average Number and Size

	Number of Employees		
	Below 1,000	1,000-5,000	Above 5,000
Bowling lanes	5	5	11
Softball fields	1	2	4
Basketball courts (outdoor)	1	1	2
Volleyball courts	1	1	2
Tennis courts	3	2	3
Picnic (acres)	9	18	95
Parking (acres)	27	65	200
Auditorium (sq. ft.)	—	4,200	11,050
Gym (sq. ft.)	—	6,500	8,000
Club rooms (sq. ft.)	800	950	1,200
(number)	3	3	4
Snack bar (sq. ft.)	850	1,000	1,390
Lounge (sq. ft.)	730	1,580	1,800
Total indoor square footage	4,730	12,350	24,000
Total acreage for all facilities	29	70	205

Table 2: Are Facilities Adequate?

Yes (% of companies)	56%	42%	29%

Table 3: Location of Facilities

Walking distance	80%	57%	61%
Average distance from plant (miles)	4	10	6

Table 4: Average Cost

Excluding Land	$17,250	$95,200	$312,600

Table 5: Method of Financing

(Per cent of money spent)

Company	82%	77%	68%
Employee group	13%	21%	20%

other sources include income from cafeterias, investments and dues.

Table 6: Length of Construction

At one time	22%	25%	35%
In stages	78%	75%	65%

Table 7: Maintenance Costs

Yearly average	$1,500	$7,980	$17,450

Table 8: Income from Facilities?

Yes (% of companies)	8%	20%	31%

sources: golf, swimming, bowling, dues, gym rental, billiards, snack bar, boating.

Table 9: Type of Activities (number)

Athletic	5	8	17
Club	4	6	16

Table 10: Percentage Participation

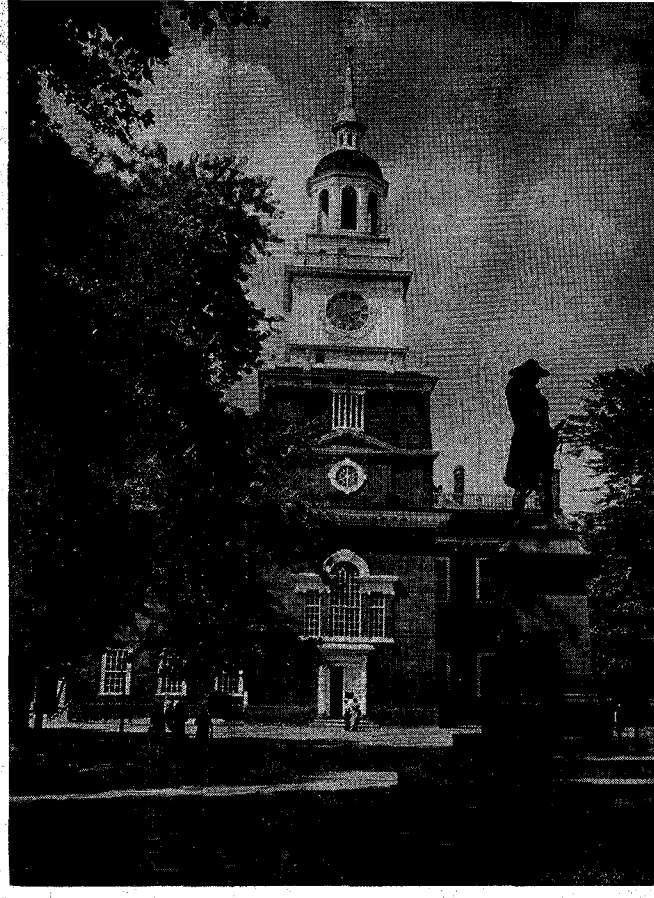
Athletic	31%	26%	27%
Club	34%	31%	31%

DELEGATES ! !

- Panel discussions with recreation directors from all over the nation bring out new ideas and the latest trends in industrial recreation.
- Problem solving clinics conducted by leading recreation authorities help you improve your company program.
- Demonstrations of various activities and tours of actual facilities are entertaining and enlightening.
- Exhibits of the latest in recreation equipment and services assist you in making wise purchases.

EXHIBITORS ! !

- Establish new accounts and renew old ones in the $1 billion industrial recreation market. Listing of all delegates will be mailed to each exhibitor.
- You are included in all meetings, tours and special functions at no extra charge, insuring you of 12 hours direct exhibit time and a chance to meet everyone in attendance.
- Booths range from $145 to $200 including sign, panels, chairs, table, general lighting and janitor service. For additional information, write NIRA.



It's Philadelphia in '59

for the National Industrial Recreation Association'

18th ANNUAL CONFERENCE AND EXHIBIT

BELLEVUE STRATFORD HOTEL, May 24-27, 195



Additional information on key speakers, panel discussion topics, tours and specia functions will be forthcoming soon, but make your plans now to attend the onl national conference on industrial recreation. Registration fee of $35 ($40 fo non-members) includes all sessions, the Sunday reception, Monday, Tuesday an Wednesday luncheons, Tuesday tour and the Wednesday banquet and floor show In addition a special program for the wives (registration $15) includes the re ception, tour, banquet and special activities for the ladies. Don't miss this oppo tunity to learn new methods, solve your most perplexing problems, benefit fro an exchange of ideas and enjoy a pleasant four days in the "City of Brotherl Love." For advance registration, write NIRA, 203 North Wabash Avenue, Chicag 1, Illinois, c/o D. L. Chancellor, Conference Registrar.

you'll hear more soon, but PLAN NOW TO ATTEND



[OCKEY ACTION gets underway in a game between the ruins and the Blackhawks in the Pee Wee Division (8-10 ear olds) of the Dofasco Minor Hockey League.

Little League on Ice

Minor Hockey is a major sport for both athers and sons at Canada's Dofasco

Living in a country known for many years for its keen nterest in hockey, it was only natural for the men of Dominion Foundry and Steel, Ltd. (Dofasco), Hamilton, Ontario, to want their sons to know and love the game as ney had.

With the installation of outdoor rinks and renovation f Hamilton's arena, skating areas became much more plenful in Hamilton. As hockey interest was rekindled, the esire arose for an organized league within Dofasco to rovide the opportunity for Dofasco sons to get out on the ce and learn to play a good game of hockey. So began the Dofasco Minor Hockey League.

Now in its ninth year of activity, Dofasco Minor Hockey as grown consistently since its inception. This year, 300 oys, completely outfitted, form 18 teams. These players re classified by age, weight, height, playing ability, etc., nd assigned to the various teams: PEE WEE, 8-10; BANAM "A" and BANTAM "B", 11-13 years; MIDGET, 4-15.

Each team plays an 18-week schedule. Coaching and anaging is done entirely on a voluntary basis by some 5 Dofasco men. Any son of a Dofasco employee is eligible compete.

What is it all for? It is an attempt on the part of ofasco, employees and company alike, to give their sons n opportunity to play. For, in learning to play as a part f a team, to play hard and play fairly, is the finest train-ng young boys can get to outfit themselves for the years nead.

ADIES AUXILIARY has made Dofasco hockey a family fair. The boys' mothers have become intensely interested the league and lend a welcome hand on several occasions. ere, they help serve at the league's annual awards banquet.



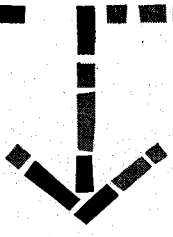


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Drop us a line at 500 Fifth Avenue, New York 36, or telephone OXford 5-4460 for quotations and itineraries on any travel you may be planning.



Olympic Champion Bob Richards, Director of the Wheaties Sports Federation



Win a COMMUNITY RECREATION KIT!

Join the Wheaties Sports Federation's YOUTH FITNESS IDEA SEARCH

As its newest project to help stimulate increased interest in youth fitness, the Wheaties Sports Federation will award 150 Community Recreation Kits. Your organization can be a winner! We want your ideas: "WHAT CAN THE WHEATIES SPORTS FEDERATION DO TO PROMOTE YOUTH FITNESS?" Rules of the Youth Fitness Idea Search are on specially marked New Wheaties packages, at your grocer's now. Or write for rules to: General Mills, Box 111, Minneapolis 60, Minnesota.

Community Recreation Kits consist of:

47-piece Harry Gill Junior Champ Set—track and field equipment scaled to size for youngsters.

PLUS . . . 2 Voit footballs, 1 Voit basketball, 1 Voit volleyball, 1 Voit soccer ball, 2 Voit softballs, 2 Louisville Slugger bats





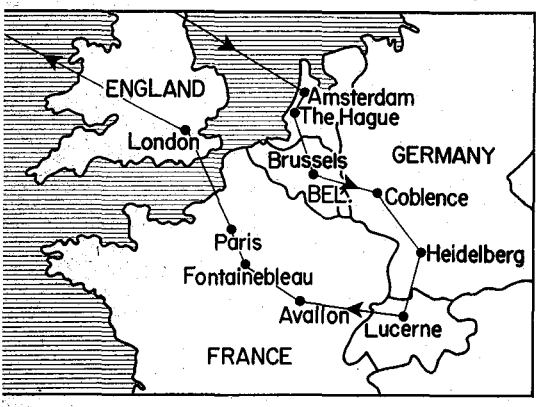
PLAN NOW TO ATTEND

18th NIRA Conference and Exhibit
Philadelphia, Pennsylvania,
May 24-27

R|M IDEA CLINIC

TRAVEL TIPS

Sampling the variety of tours available to industry, R/M presents four trips taken by employee groups last year



Around the Continent in 13 Day

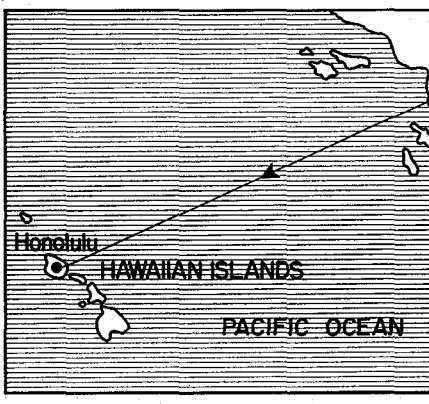
Group: Nationwide Insurance Co., Columbus, Ohio (49 people in group)
Destination: Europe
Dates: Oct. 11-25
Itinerary: Amsterdam, Brussels, Heidelberg, Lucerne, Paris, London and intermediate points
Total Cost: $525. (all except three meals included)
Carrier and Tour Operator: KLM Airlines and Overseas Travel

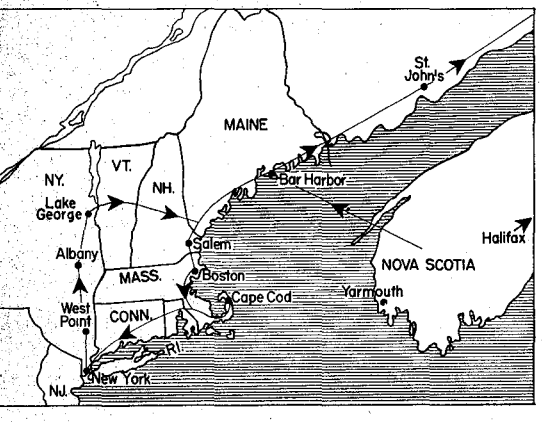
Highlights: Arrived in Amsterda after stopovers in Gander and Sha non. Continued land portion of to by motorcoach. Spent a full day Brussels visiting Worlds Fair. In a visited 17 cities with two-day stops Paris and London. Group was ve pleased with entire tour. Only reco mendation for improvement: sm charge to have bath with room is wor extra expense.

A South Seas Adventure

Group: Kaiser Steel Corporation, Fontana, Calif. (38 people in group)
Destination: Honolulu
Dates: May 9-17
Itinerary: Ontario, Calif. to points of interest on the Hawaiian Islands
Total Cost: $287 (No meals were included in tour arrangements)
Carrier and Tour Operator: Transocean Airlines and the Holiday Club of Los Angeles

Highlights: Took Pearl Harbor cruise on 85 foot yacht visiting Hickam Field, Ford Island and the Navy Yard. Also climbed Mount Tantalus and visited Dole Pineapple factory, U. S. Military Cemetery and Ernie Pyle monument. Plenty of sunbathing, individual shopping tours and side trips for adventures in eating were also arranged. The group stayed at the Hawaiian Village.





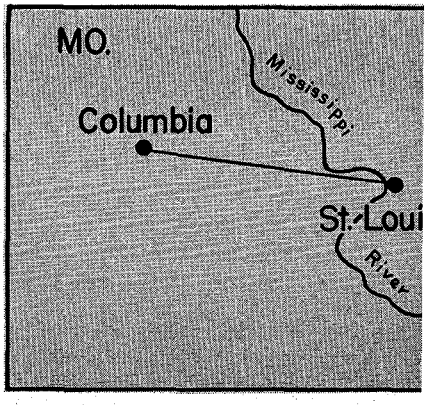
New England Summe

Group: Illinois Bell Telephone Co., Travel Club, Chicago, Ill. (12 people in group)
Destination: New England, Nova Scotia
Dates: July 13-27
Itinerary: New York through New England, Canada, Nova Scotia
Total Cost: $343. (meals included)
Carrier and Tour Operator: Greyhound and American Express

Highlights: Individual members le Chicago by own means (most flew meeting in New York City. Travele up Hudson River to Albany, throug Green Mountains, along Maine Coa to St. John's and then sailed to Nov Scotia. Returned through Salem, Bo ton, Lexington, Concord and Cape Co Individuals returned to Chicago by ow means, some remaining in New Yo for longer periods.

Enjoyment, Back in Your Own Back Yard

Group: State Farm Insurance Co., Columbia, Mo. (average 33 in group)
Destination: St. Louis, Mo.
Dates: Several one-day trips
Itinerary: To St. Louis for baseball game, ice show or opera and return
Total Cost: About $7 each for transportation, meals and tickets.
Carrier: Chartered bus
Highlights: Economy and sociability of one-day group trips to St. Louis (130 miles, one-way) proved highly popular at this State Farm branch office (190 employees). Two people in employees activities association would take charge of arrangements, purchasing tickets through personnel office. Trips are open to any employee, spouse and family member. Caterers provide box lunches at $.75 each on the bus. Groups sometimes split up to see different attractions.



Rod and Gun Contests

ndustry awaits NIRA-NRA ostal shooting contest nd NIRA Fish-A-Rama

To help recreation directors stimute rod and gun club activity within ieir companies, NIRA has established postal shooting contest to supplement s Fish-A-Rama for industry.

Now, both industrial gun enthusists and fishermen can compete on a ation-wide basis.

Co-sponsored by the National Rifle ssociation, the NIRA-NRA Postal hooting Contest is open to any emloyee of a NIRA member company.

Team and individual competition in ifle and pistol will be conducted for oth .22 cal. firearms and gas-operated uns.

Entry forms containing complete deails are now being mailed to all NIRA company members. The recreation director merely has to fill out the form, enclose the entry fee of $1. for each individual and $4. for each team. In the return mail, he will receive official, registered targets from the NRA.

The targets may be fired any time before April 30, when they must be returned to the NRA for judging.

Regional awards will be presented the winners and runners-up in each of the eight NIRA regions as well as to the national champions in all four classifications.

A postal contest of this type has many advantages, stated Don Neer, NIRA executive secretary. Most important, it provides a major event on the activities calendar in which all participants have a chance to win national recognition.

No travel or time from the job is necessary, and participation involves only nominal expense.

In addition, each company can schedule its firing date at any time during the three month period, thereby working the event into their own programs at the most beneficial time.

Previously organized gun activity is not necessary either. An announcement to employees is certain to turn up several gun enthusiasts. These individuals may pay their own fees, and fire their targets at any range, providing they follow contest rules. Firing may be indoors or out.

While the shooters were preparing to commence firing, plans were getting underway for NIRA's second annual Fish-A-Rama.

Once again the Fish-A-Rama will be run on two levels. The first, similar to the shooting contest, will be a postal event in which companies enter the best catches made by their employees. On the basis of these returns national industrial champions will be named in each of several species, such as trout, bass, muskie, etc.

Companies may also send their fishermen to the Grand National Fish-A-Rama where they will try to out-fish competitors in an eight-hour contest. Bids are being opened to determine the site of this year's Grand National.

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NEW YORK-CALIFORNIA-CANADA

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will arrange a luxury CHARTER FLIGHT at lowest prices

Or make group reservations on our scheduled flights to Hawaii, the Orient, and Coast to Coast. We will fly you from any city.*

Incentive Programs Employees Clubs Chambers of Commerce Service and Social Clubs

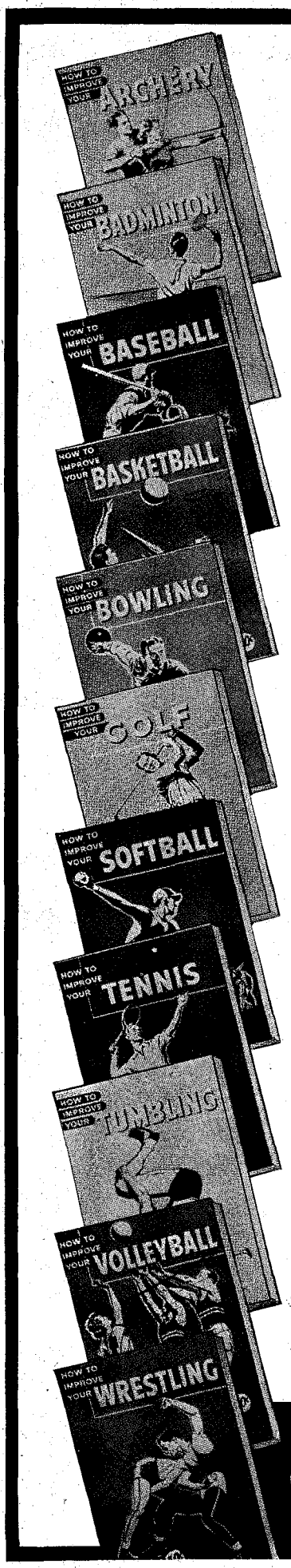
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Over 300 bowling tips by Ned Day.

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THE Athletic Institute

A NON-PROFIT ORGANIZATION DEVOTED TO THE ADVANCEMENT OF ATHLETICS, RECREATION AND PHYSICAL EDUCATION

ndustrial Relations Functions

In its second annual survey, INUSTRIAL RELATIONS NEWS has ome up with a comprehensive picture what the industrial relations executive actually does on the job.

Leading the list of some 43 functions erformed by 500 executives covered y the survey are:

Recruitment of Employees	95.8%
Employee records	92.8
Employee indoctrination	83.6
Job evaluation	71.2
Personnel research	62.4

The survey also disclosed that industrial relations executives received n average salary of $10,041. Returns ndicated a positive relationship beween salary and size of company with verage salaries ranging from $7,963 the smallest companies to $14,351 the largest ones.

Additional information and complete reakdowns of survey returns are contained in the report (The Industrial Relations Executive, 1958-59) which is available from the INDUSTRIAL RELATIONS NEWS, 230 W. 41st St., New York 36, N. Y., at $3.50 a copy.



RU-SHOT PRACTICE ball, made of rocessed cork, duplicates golf ball ight on a reduced scale—maximum 40 ards. Fairway Products Co., Wilton, onn.

Pinsetters Look for New Jobs

With more than three-quarters of the existing bowling centers already equipped with automatic pinsetters, A.M.F. and Brunswick, leading manufacturers, are turning to rural areas as a means to broaden their market.

Although, according to the WALL STREET JOURNAL, both competitors concede that some areas are congested with bowling lanes, they both agree that bowling still has a big, untapped market in the many small towns throughout the country.

A.M.F. feels that the advantages of automatic pinsetters plus the growing interest in bowling has made it possible to operate profitably in out-of-the-way hamlets. Today, population of only 1,000 per lane is considered adequate compared with 1,500 a few years ago.

Shine Little Glo-Bal

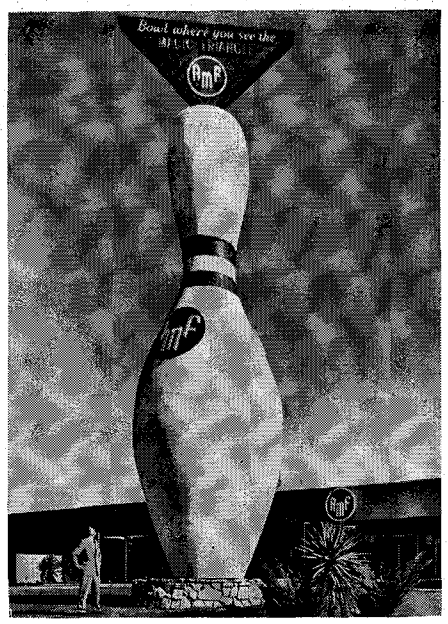
Imagine the furor and confusion at the Major League's winter meetings if someone suggested changing the color of baseballs.

But this could become a reality if the brainchild of Ray Dumont, president of the National Baseball Congress, catches on.

Called the Glo-Bal, Dumont's baseball is colored a brilliant orange to improve visibility. This, according to the NBC head, has been proved in tests, and the Glo-Bal has been endorsed both by players and fans.

Consequently, the orange baseball has been officially adopted for the 25th annual NBC tournament in Wichita this August and is slated to be approved for all franchised district and state tournaments.

Glo-Bals will be sold through sporting goods dealers at an established price of $26.75 per dozen.



WORLD'S LARGEST bowling pin marks the West headquarters of American Machine & Foundry Company's Bowling Products Group in Glendale, Calif. The "pin" measures 50 feet.

Boat Business Booms

Last year, some 37 million Americans spent $2 billion on recreational boating to boost the nation's boat population to more than 7 million. Of these, about 76% were of the outboard motor variety with an average horsepower of 20.7.

RECREATION MANAGEMENT

Binders

For quick and easy reference, keep one year's issues of R/M in a handsome, heavy cover, binder. Gold stamped, opens flat.

Price $2.00 — includes 12 rods

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For the low-cost European Travel Program your employees are waiting for -- inquire:

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HAnover 2-0044



PEOPLES GAS CLUB CHRISTMAS CAROLLERS

Renowned throughout Chicagoland, the Peoples Gas Club Choral Group of The Peoples Gas, Light and Coke Co. present their annual Christmas musical for employees. Of their many public performances was a radio concert on Christmas Eve and an appearance at the NIRA Chicago Workshop.



NATIONAL SPEAR FISHING CHAMPS

The "Magnificent Mermaids" of th Northrup Recreation Skin Diving Clu of Northrup Aircraft, Inc., Ellen Ro ers (l), and Lillian Kemble (r), ca tured the National AAU Women Open Spear Fishing Championship r cently held at Grand Bahamas Islan The partners speared a remarkab total of 103 lbs. of fish.

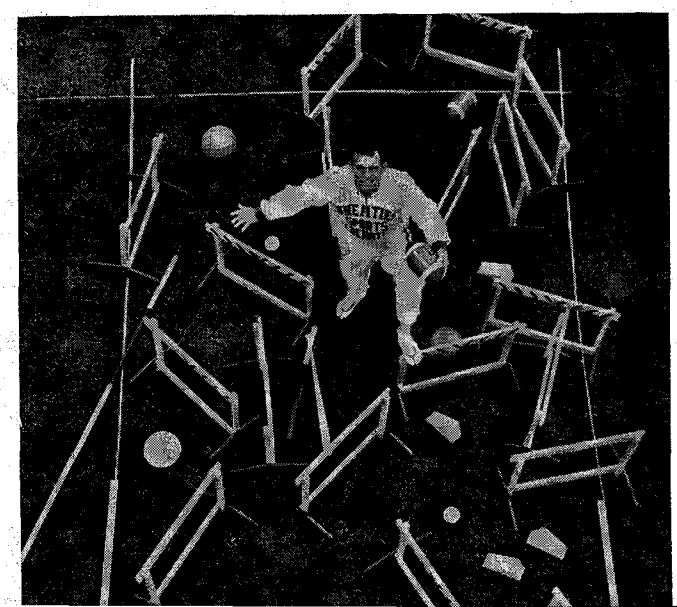
MOTOROLA COUNCIL SUBSCRIBES

At their December meeting, members of Motorola's recreation council voted to take out a subscription to RECREATION MANAGEMENT for each of the 52 councilors. Scanning the December issue is (third from right, first row) Wally Dowswell, Motorola recreation director. NIRA Executive Secretary Don Neer was a guest speaker at the recreation council meeting.



WHEATIES AWARDS YOUTH FITNESS IDEAS

Bob Richards, director of the Wheaties Sports Federation, is shown amidst a 47-piece Junior Champ athletic set which will be awarded to 150 youth organizations who submit the best ideas on how they should promote fitness.



CELANESE ROLLER SKATERS THROW A PARTY

Family roller skating party sponsored by the Employee Club of Celanese Corporation of America, Pampa, Tex was well attended and enjoyed by all. Here, two Celane employees enjoy a partners' skate with their daughters.



THE AMATEUR SOFTBALL ASSOCIATION OF AMERICA

SALUTES INDUSTRY IN SPORTS

Governing body of softball in the United States, and affiliated with the International Softball Federation, United States Olympic Association, Amateur Athletic Union, and National Recreation Association. A not for profit corporation, incorporated and dedicated to develop and perpetuate interest in softball and to further the spirit of sportsmanship among the youth of America.

BALLS AND STRIKES

Monthly softball newspaper, and official publication of the Amateur Softball Ass'n. Up-to-the minute news of Softball in the United States and 34 Foreign Countries. The only publication of its kind. Subscribe and keep abreast of the latest developments in softball. Subscription $1.50 per year, special bulk rates. Send subscription to—Balls and Strikes, 11 Hill St. 201, Newark 2, N. J. or write for details.

OFFICIAL GUIDE AND RULE BOOK

The 1959 Softball rules have been completely recodified, and are a must for every softball player and manager. This is the only official guide and rule book of the International Joint Rules Committee on Softball. Delivery March 1st, 1959. Special prices to Industry, list .75¢ per copy. Send your order now to Amateur Softball Ass'n. 11 Hill St., Newark 2, N. J. to insure prompt delivery.

THE AMATEUR SOFTBALL ASSOCIATION WELCOMES INQUIRY FROM INDUSTRY

Our services are free to members of the National Industrial Recreation Association. Write the National Office, 11 Hill St. Suite 201, Newark 2, New Jersey for the name and address of our local representative, and for information on our activities. We will gladly assist you with your softball problems.

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for Industry
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Without obligation we shall be
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Your inquiries invited.

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RATES: regular type, 15 cents each word
bold face type, 25 cents each word
copy must be received by the 5th of the month before date of issue in which ad is desired

HELP WANTED

New England electronics firm now interviewing applicants for Recreation-Personnel position. Must have experience in organizing employee recreation association, operation and maintenance of recreation facilities and areas. Salary range $6,000-$8,000.
CH5—RECREATION MANAGEMENT

Two openings for recreation representatives in Seattle, Wash., area. Applicants should have degree in recreation or equivalent plus some work experience in recreation, industrial or other. Starting salary, $4800, based on 40 hour week.
CH6—RECREATION MANAGEMENT

POSITIONS WANTED

Company cutbacks force asst rec dir of Eastern firm to look for better position. Knowledge of all phases through 8 yrs experience. Qualified bowling instructor, age 34, married.
CP12—RECREATION MANAGEMENT

YMCA district exec sec'y desires rec position in industry. College grad with mionr in PE and rec. 12 yrs experience in Army, YMCA programs. Age 37.
CP13—RECREATION MANAGEMENT

Seeking better opportunity in program and salary. 8 yrs exp. in ind. rec. MA in recreation. Age 34.
CP14—RECREATION MANAGEMENT

ATHLETIC APPAREL

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THE FELT CRAFTERS, Plaistow 12, N. H.

ENTERTAINMENT

Fabulously funny comedy team of George and Betty Johnstone do wonders with an amazing repertoire of magical tricks. Have a few choice dates open on their six month tour starting in Jan. For further information, write or wire: AL DVORIN AGENCY, 54 W. Randolph, Chicago 1, Ill.

VISUAL AIDS

1959 Guide to Visual Aids lists the entire selection of books, motion pictures, slidefilms, pamphlets and handbooks produced by The Athletic Institute for sports, physical education and recreation. For your free copy of this catalog, write:
THE ATHLETIC INSTITUTE, 209 S. State St., Chicago 4, Illinois

R/M N.I.R.A. NEWS

Welcome New NIRA Members

NIRA extends a hearty welcome to the following new members who have joined the Association since November 1, 1958. Credit is given to those persons listed in parenthesis for sponsoring the new members.

Company Members:
Orenda Employees Recreation Club, Toronto, Ontario
Summers Gyroscope Co., Santa Monica, Calif. (H. S. Naish)
Prentice-Hall, Inc., Englewood Cliffs, N. J.
Robert A. Johnston Co., Milwaukee, Wis. (Carl Klandrud)
Creative Mailing Service, Inc., Freeport, N. Y. (Ken Klingler)
Guide Lamp Division, GMC, Anderson, Ind. (Dale Shaffer)
Owens-Corning Fiberglas Corp., Newark, Ohio (Augie Cavalloro)
Frigidaire Division, GMC, Dayton, Ohio (Bill Prichard)
Cone Mills Corporation, Greensboro, N. C. (Ralph Johnson)
Moraine Products Division, GMC, Dayton, O. (Bill Prichard)
Aerojet-General Corp., Azuza, Calif. (Vern Peak)
Raytheon Manufacturing Co., Brighton, Mass. (Augie Cavalloro)

Associate Members:
American Express Co., N. Y. (Tom Croft)
Happiness Travel Service, Chicago, Ill. (Tom Croft)
Alaska Airlines, Inc., Seattle, Wash.

Affiliate Members:
Consumer Standard, Torrance, Calif. (Tom Croft)
Gill Hotels Co., Fort Lauderdale, Fla. (To Croft)
Wittek Golf Range Supply Co., Chicago. I (Ben Chlevin)

Individual Member:
John P. Morrill, Columbus, O. (Marti Daniell)

Start Year with Five Workshops

As evidence of the rising profession status of industrial recreation, no fewer th five workshops and clinics were on t calendar for the first two months of 1959.

NIRA Region IV workshop has alrea gone into the books as a major success industrial directors from the Southeast m Jan. 15 in Atlanta, Ga. Co-chaired by Regi IV Director, G. M. Matlack, Aro, Inc., a Bob Martin, Lockheed, the one-day progra featured a keynote address by NIRA Pre dent Tom Croft, Convair, on "A Good Re reation Program Is a Company's Best Meth of Communication."

February 7, Southwest delegates will me in Dallas, Texas, under the leadership Region VI Director, Bob Janes, Chan Vought, Jim Bernard, Tempco, and J. Hall, Convair. The program is sponsored the North Texas Industrial Recreation A sociation in cooperation with NIRA.

The next weekend, action will shift farth west to Santa Monica, Calif., for the nin annual California Employees Recreati Conference, Feb. 14-15. Newt West, Hel Bakeries, is taking charge of arrangemen

Purdue University's second invitation workshop on employee recreation will held Feb. 17-18, followed by the Industri Music Workshop and Clinic, Feb. 19-2 also at Purdue.

R/M LETTERS

Disapproves CAB Family Policy

The third point in the CAB clarification in the December issue of R/M is all wet. *(Policy says breadwinner must accompany his family on charter trips.)* It is totally against all our programming in industrial recreation. Some employees don't want to go abroad, yet are willing and able to have their families go. Why should spouse and family be penalized because the employee can't or doesn't want to go?

Also—and this is the big one—it is a family rule in many instances that the husband and wife will not go anywhere on the same plane together.

I think the retiree question is all settled. We have been given the go ahead on that one.

I repeat for your consideration again—let's get the immediate family interpretation broadened too. To me immediate family is father, mother, brother, sister, son, daughter, etc. whether they are dependent and living under the same roof or not.

Right?

W. H. Edmund, Recreation Director
The Goodyear Tire & Rubber Company
Akron, Ohio

ED. NOTE: Right. CAB has a new family classification under consideration which will be announced soon. Full details will be published in March R/M following NIRA Travel Council meeting.

NIRA Annual Scores a Hit

HEARTIEST CONGRATULATIONS O YOUR EXCELLENT ANNUAL.

Frank Davis, Manager
Lockheed Employees Recreation Club
Lockheed Aircraft Corp.
Burbank, Calif.

Additional Uses for Annual

When presenting our Annual Report to t company, it is our intention to make ava able to the company and to our recreati club representatives, copies of the 1958 NIR conference proceedings magazine publish by you in December. For this purpose, require approximately 70 copies. Could the be made available to us?

H. J. Charrington, President
Polymer Recreation Club
Polymer Corporation Limited
Sarnia, Ontario

Editor's Delight

Chuck full of information! That's your mag zine. We here at Superior want to s thanks for your excellent magazine.

We are new at organizing recreation, a much additional and needed information obtained from RECREATION MANAG MENT.

Ed Morris, Recreation Director
Superior Decals
Dallas, Texas



The 1958 World Series is over, but the action and drama that thrilled millions the nation over has been preserved in color on film. This year as in the past the Hillerich and Bradsby Company is co-sponsor of the World Series movies which will be released soon after the first of the year. The film is 16 mm and can be used only on a sound projector. Length of show approximately 30 minutes. Order the film through your sporting goods dealer and relive all of the stirring action of this most dramatic '58 Series.

This famous film is produced in FULL COLOR for the first time this year.

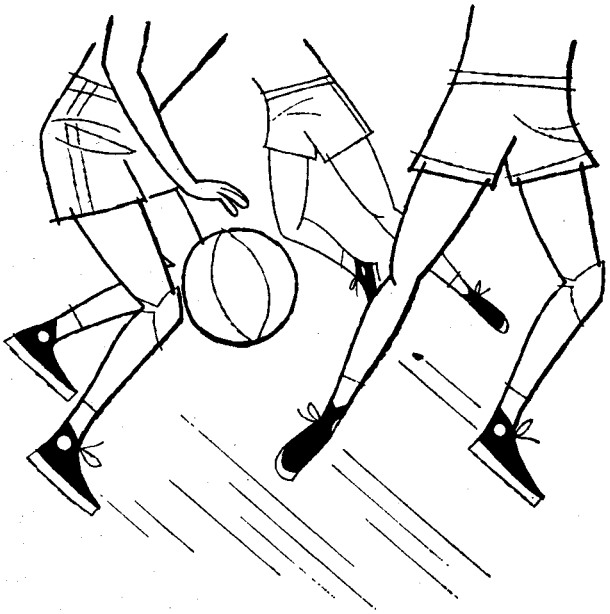
HOW TO BOOK THE FILM

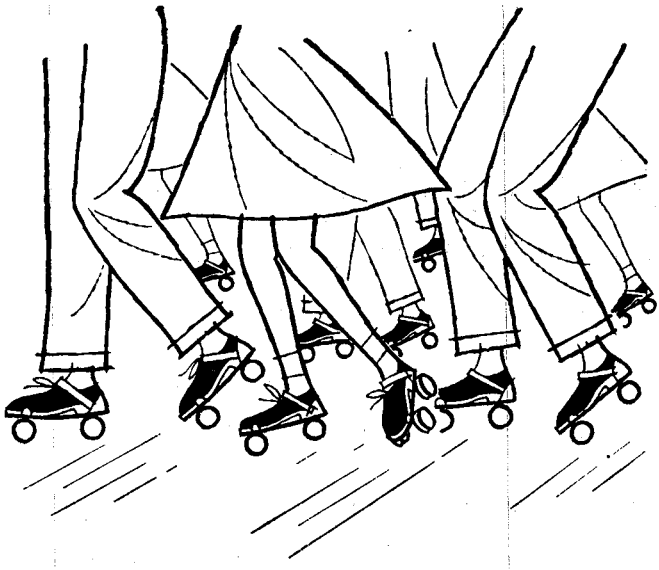
Booking should be made through your sporting goods dealer. Advise him of the most suitable date but mention two alternate dates, either of which would be satisfactory in the event the date preferred is not open. The demand is great, so act at once. See your dealer!

HILLERICH & BRADSBY CO.
LOUISVILLE, KY.

CELEBRATING THE 75TH ANNIVERSARY OF THE FAMOUS LOUISVILLE SLUGGER BAT — 1884 • 1959

MORE PER SQUARE FEET



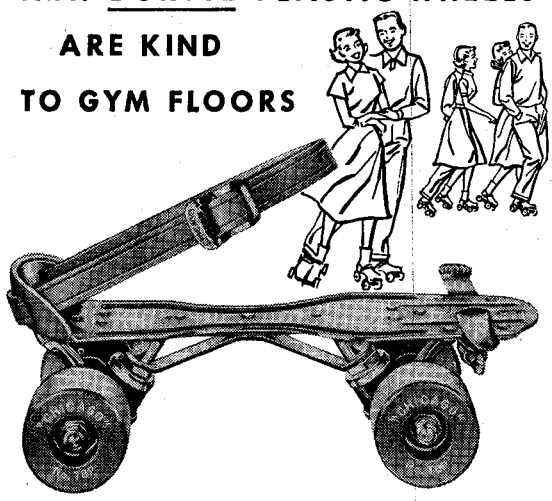


For Exercise and Recreation

IN YOUR GYM

More youngsters can be *active* in a given area through roller skating than in any other sport...and it's *fun*. Little equipment is needed, little supervision is necessary. That's why more and more schools are making roller skating a definite part of their physical education and recreation programs. Why not inquire today!

NEW DURYTE PLASTIC WHEELS ARE KIND TO GYM FLOORS



New *Duryte* plastic wheels have a long life and are guaranteed not to mar or scratch gym floors. "Chicago" has a skate designed for every type of floor surface or finish. Write today for free details on roller skating programs and skating equipment.

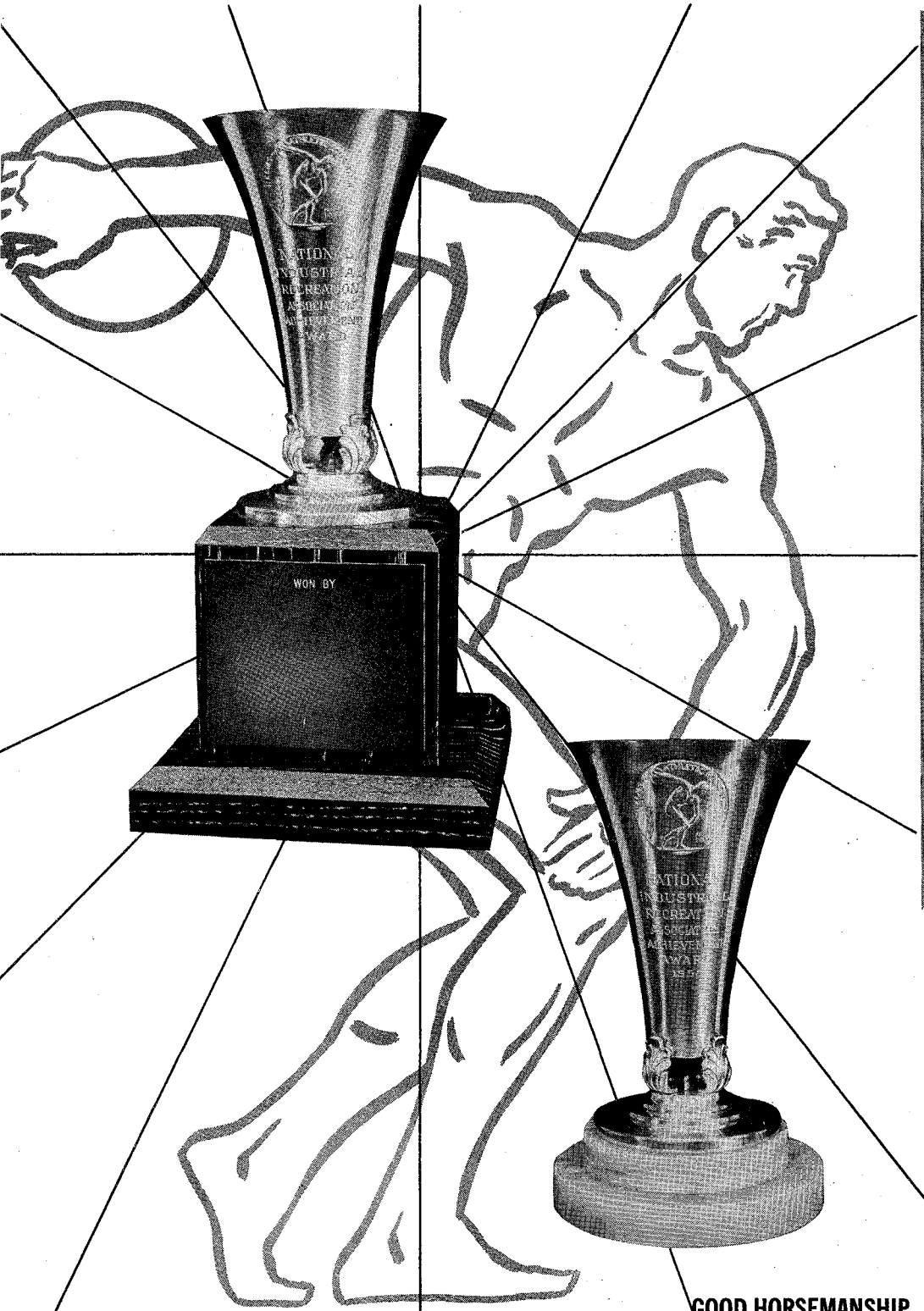
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RECREATION MANAGEMENT

APRIL 1959

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY



HELMS ATHLETIC FOUNDATION AWARDS FOR INDUSTRIAL RECREATION

IN THIS ISSUE

GOOD HORSEMANSHIP ..... page 6
HELMS AWARD TO TOP NIRA COMPANY .... page 8
BOWLING SURVEY ..... page 10
IT'S NOT GOLF WITHOUT THE RULES ..... page 12

Wilson-Quality in Softball Equipment



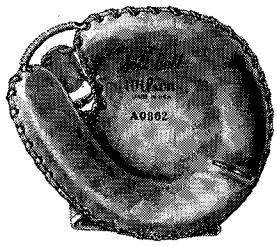
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GLOVES AND MITTS

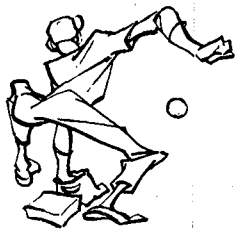


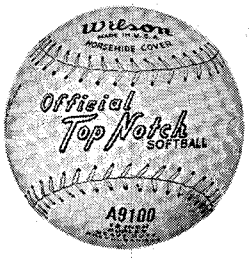
A2944—Large size fielder's glove of fine leather with exclusive snap-action. One-piece palm and thumb construction.



A9862—Deep-pocket cowhide catcher's mitt. Just right for the softball catcher. Wool base pad.

A2630—Baseman's trapper model with more depth than ever in the large inner-greaser pocket.





SOFTBALLS

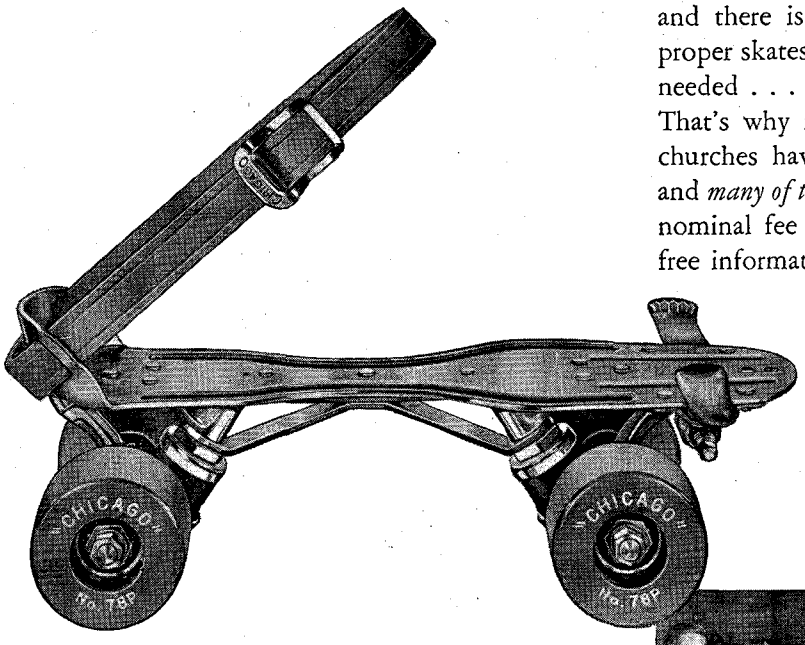
12, 14 and 16-inch softballs which meet top performance standards and are built for longer life. Washable horsehide covers resist scuffing. Choice of professionals and amateurs alike.



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ROLLER SKATING *a profitable recreation that entertains more people in less space...*

Roller skating is a sport enjoyed by the young in heart. A gym, hall or any other smooth surface makes a fine skating area, and there is no damage to the floor if proper skates are used. Little equipment is needed . . . little supervision is required. That's why more and more schools and churches have roller skating programs—and *many of them make money* by charging a nominal fee for skating. Write today for free information.





New Rubber-Plastic Wheels are kind to gym floors

Not only do these new Duryte rubber-plastic wheels outwear others, they give the skater more traction and smoother rolling. They are guaranteed not to mar or scratch the floors. Write for free details on roller skating programs and skating equipment.

"CHICAGO"® *Roller Skates*

4486J West Lake, Chicago 24, Illinois



In place of the "Top Management Speaks" feature wh customarily appears on this page, we are reprinting t following tribute to Art Scott. Recreation director at Boei Aircraft Co., Seattle, Wash., since 1949, and NIRA St Chairman for the past two years, Art Scott died sudde February 13.

Art, like most "recreators", devoted his life to maki other people happy. We feel that this "Living Memori tribute paid him by his fellow employee, Bill Bannick the BOEING NEWS, captures best the position of este in which Art was held, a position which symbolizes the g of all recreation directors.

Boeing's Art Scott Leaves a LIVING MEMORIAL

by BILL BANNICK
Managing Editor
Boeing News

We first met Art Scott while on a *Boeing News* assignment nearly a deca ago, not long after he had become Boeing's newly organized, one-man recreati unit. Industrial recreation was a comparatively new thing. It was brand new Art.

Later we participated in and worked with other Scott-organized recreati activities. We saw first-hand how Art poured into the 30-odd programs enthusiasm, his good judgment and his integrity.

Art had the knack of combining the practical and the philosophical proaches. He was instrumental in establishing a sound philosophy for industr recreation. A. A. Larsen, the Seattle Division's industrial relations direct expressed it this way yesterday:

"Boeing has an unique combination of company-assisted, but employ operated programs. And this is a real monument to Art Scott."

As a member of the Seattle Division's Relations staff, Art Scott was the sen supervisor in the area-wide recreation program.

Appreciating the varied interests of Boeing employees, Art's approach recreation for them was broad. Whether it was a basketball tournament or fine arts exhibit, he provided assistance and encouragement.

Art took special interest in developing activities in which the employee's wh family could take part—the fishing party, the orchestra, for example.

Early in his tenure the Boeing Employees Children's Chorus was born, n tured and developed. He seemed to derive a special thrill from watching youngsters developing their interests and simultaneously bringing cheer others, many of them shut-ins.

Virtually every Boeing employee can find something of interest in the progr Art Scott built, whether it be the realm of hobbies, athletics or the arts. W can estimate the hours of entertainment and satisfaction his efforts have ma possible?

Last Thursday Art was in the *Boeing News* office seeking advice on the p motion of the employee archery club. The notes he took aren't so importa right now. Art died early Friday morning.

The things we have humbly attempted to write here are known to many those men, women and children who paid their respects to Art Scott at funeral Tuesday. These people knew him through his activities at Boeing, church (in which he was an elder) and his community.

Yes, Art Scott left a monument—a living memorial, As thousands have joyed a bit more happiness because of Art Scott's efforts, so, too, will thousar more in future years.

We feel this thought will help lighten the burden of his bereaved.

Art Scott, 53, was born in Galva, Ill., and went to Seatt Wash., 30 years ago. With Boeing for the past 16 yea he took over the reins of their newly established recreati department in 1949. Previously, he had been in person work with the company. Art was a past president a treasurer of the Washington State Recreation Society; member of the American Recreation Society, serving on industrial recreation board; a member of the National R reation Association and former chairman of that grou industrial recreation section.

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RECREATION MANAGEMENT

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY

APRIL 1959 Volume 2, Number 4

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Publisher.....**DON L. NEER**

Editor.....**HOYT A. MATHEWS**

Associate Editor.....**PAULINE LIPSKY**

Circulation Manager.....**DOROTHY B. MORRISON**

APRIL COVER—The Helms Athletic Foundation will present two awards (traveling company trophy at left, recreation director's trophy at right) to the NIRA member with the most outstanding program. Photographs by Roy A. Wise, Los Angeles. Cover design by Leo Rotelli, Chicago.

IN MAY R/M

SPECIAL CONFERENCE ISSUE

A full-scale preview of what will take place at the National Industrial Recreation Association's 18th annual Conference and Exhibit at Philadelphia, May 24-27.

This issue will include the complete advance conference program plus a wrap-up of all the events you won't want to miss.

SPECIAL GOLF ACTIVITIES

Two full pages of many different golf events that will help provide a change of pace and build interest in your company's employee golf program.

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GOOD FELLOWSHIP,

GOOD SPORTSMANSHIP,

GOOD HORSEMANSHIP

Those are the objectives of the Flying Horsemen, a mounted military group composed of North American employees

This is an adult Western without six-guns. It doesn't even have a U. S. Marshall—only horses and a handful of employees from North American Aviation, Inc., Los Angeles, Calif.

Yet, it's an amazing story; an outstanding example of how successful an average activity such as horseback riding can become.

It all began in the tack room of the Century Stables of Inglewood, Calif., one June night in 1937.

Here, a group of riders who had been meeting for several weeks held their first formal gathering. The purpose of their meeting is best described by their motto: to provide "good fellowship, good sportsmanship, good horsemanship."

It was at this meeting that the name "North American Flying Horsemen" was formally adopted by the group. The choice was influenced by the troop's close association with the aircraft industry, by the fact that some of the members were civilian pilots and all members were, or hoped to be, Horsemen.

During the following weeks, many organizational problems were worked out. It was felt that a smart, colorful, military-type unit would best express the aims of the members.

With Character

Since the old British Army Lancer regiments were among the most colorful mounted troops ever organized, they were chosen for the basic pattern. British style commands were inaugurated in keeping with the general character of the troop.

As a result of much hard work and lengthy discussion, the Constitution and Bylaws gradually began to take shape, and definite traces of discipline became discernible. The membership is now limited to 31 and includes th following officers: Captain, First an Second Lieutenants, an adjutant, tw sergeants, a secretary and a treasure

A training class is maintained unde the direction of the Captain and th membership committee for the benef of those desiring to attain membershi

A prospective member, better know as a "rookie," is invited out to rid with the group who check not only hi horsemanship, but him amiability. Be cause a full roster is maintained at a times, many remain in rookie statu for some time. Few ever give up hop

All applicants for membership mus be employed by North American Avia tion, Inc., at the time of their applica tion. All rookies are voted upon twic by secret ballot before and after thei initiation.

Before going through an initiation the prospective member is examine on subjects for which he has receive instructions, such as:

- A thorough knowledge and use o both English and Western equipmen
- Knowledge of the parts of a horse and the popular breeds of saddl horses, including their most commo diseases.
- Performance of all troop movement as well as lance drills, covered in th manual.
- The troop constitution and bylaws (For an example of what the rookies test consists, C. W. Anderson' "Heads Up—Heels Down" is used as general reference and guide.)

With Purpose

The Flying Horsemen meet ever week, riding for at least two hour before conducting their business mee ing.

Choice of a uniform was a thorn problem, requiring a balance betwee the natural desire for something com pletely distinctive and the actual availa bility of materials. After many hour of deliberation, the original group de cided upon this uniform: silver-gre riding breeches with gold stripe an two-inch black belt, silver-grey mil tary shirt with gold citation cord, blac tie, black boots, silver spurs and blac Australian hat with gold cord emblen Each member provides his own un form.

Lances are used in all competitiv shows, parades and exhibitions. Whe riding in competition, a "no-command drill is featured which takes approx mately seven minutes to execute.

The drill procedure used has bee developed by the Flying Horsemen

PERFORMING before 90,000 to 100,000 people, the Flying Horsemen are a special attraction at the Los Angeles County Sheriff's Rodeo, having won the trophy as the best mounted troop three times.



ARADES and exhibitions are an im-ortant part in the yearly program of orth American's Flying Horsemen.

ENT PEGGING, developed by the Ben-il Lancers, is an exacting sport at hich the Flying Horsemen excel.

ilizing certain maneuvers from the oyal Canadian Mounted Police drill. A particular activity for which the ying Horsemen are well known is nt pegging. Webster defines it as ding at a charging pace and en-eavoring to uproot on the point of lance, a tent peg in the ground.

The sport is derived from the British avalry and the Bengal Lancers of dia, who in early years would ride rough the enemy camp at night and ill out the tent pegs, causing the nts to collapse, thus creating utter nfusion.

With Skill

The standard peg used in competi-on is four inches wide, 14 inches ng and driven eight inches into the round. Many hours of exacting prac-ce is required to perfect this sport.

To strike the proper balance be-veen discipline and fun, the Flying orsemen split their time between rious drills and horseback games ch as Polo La Crosse, rescue racing, mping, balloon sticking, musical airs, etc.

Each year, the Flying Horsemen rticipate in three or four major vents, such as the Rose Parade and heriff's Rodeo, plus two or three inor events.

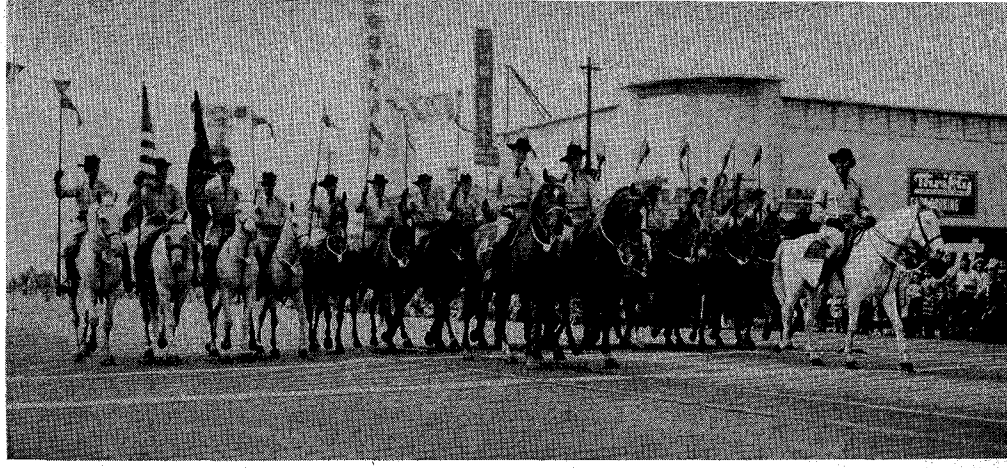
North American provides transpor-tion funds for the troop to one major vent each year. Other than that, the oup is self-supporting.

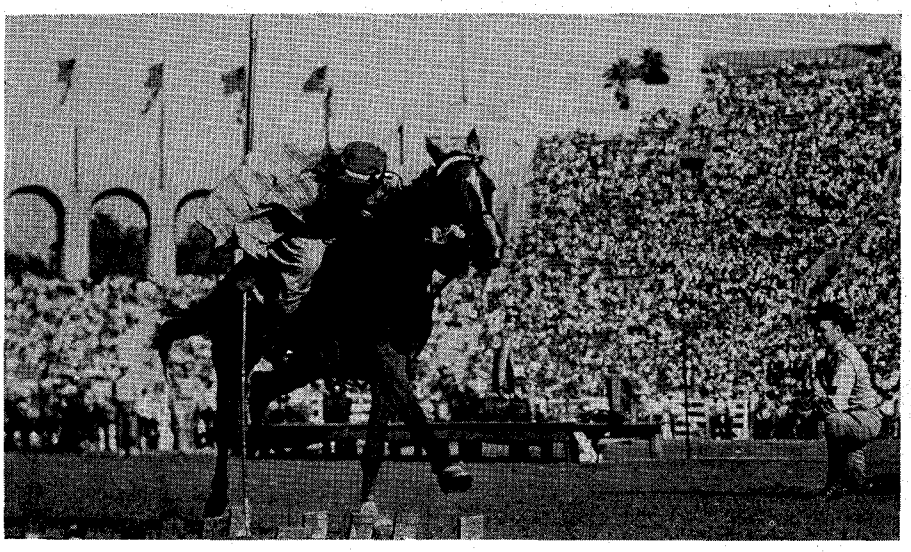
Each member pays $35 to $40 each ear in addition to financing his weekly ding. The only fund-raising activity a turkey raffle.

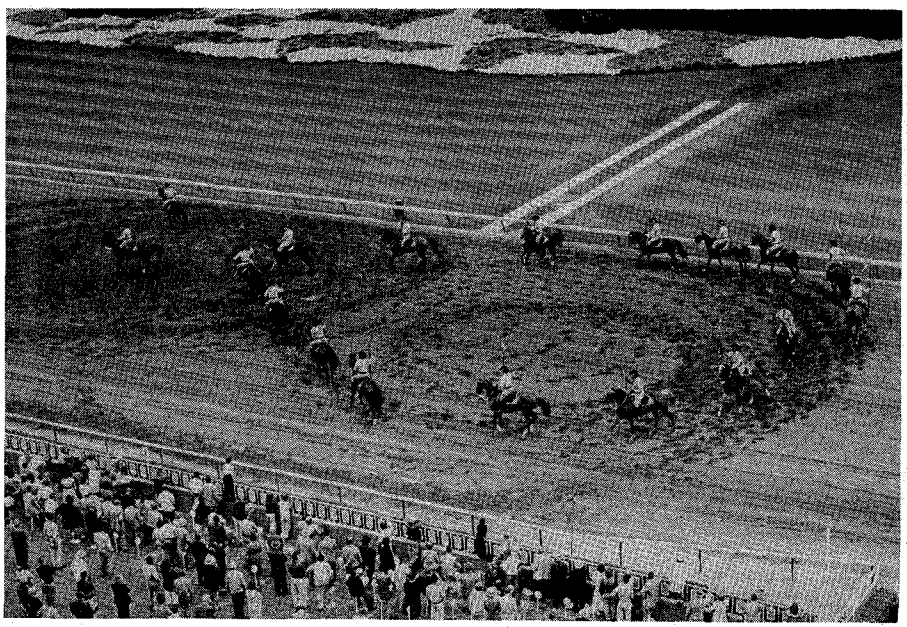
Riding as a hobby and for pleasure, e Flying Horsemen have become well nown for their horsemanship and ortsmanship. The Troop now has a llection of almost 60 trophies, the ost significant of which are the three on at the Los Angeles County Sher-'s Rodeo as the best mounted troop 1950, 1952 and 1953.

UBLIC APPEARANCES by the Flying orsemen have created much good will r North American Aviation.

HIS ISN'T the French Foreign Legion, t the Flying Horsemen, North Ameri-n's oldest active recreation group.









HELMS AWARD TO TOP NIRA COMPANY

New Helms Athletic Foundation annual award will honor company considered most outstanding in the furtherance of industrial recreation

The Helms Athletic Foundation, long distinguished for its support of worthy sports and recreation activities, will sponsor a perpetual award in the field of industrial recreation.

Starting this year, the top NIRA company will be among the recipients of the famous Helms Foundation awards which include the Athlete of the Year, Helms Hall of Fame and Helms World Trophy.

Specifically, the Helms award will be presented to the company with NIRA membership considered to be the most outstanding in the furtherance of industrial recreation.

A rotating trophy will be presented each year to the company winner with a replica awarded to its recreation director. Presentations will be made at the annual NIRA Conference and Exhibit.

Each of the 16 NIRA Region Directors will nominate one company from his region which, according to his research and knowledge, is the logical choice for the award.

Final selection will be made by an impartial non-NIRA member board of recognized sports and recreation experts.

The 16 nominees will be evaluated on the following six points:

- **Contributions to industrial recreation.** Includes company representation at conventions and workshops; membership on committees and panels; and offices held on local, state, regional and national levels. Also includes speeches and published articles on recreation.
- **Leadership.** Includes background information on number of employees, number and duties of full and part-time recreation personnel and volunteer staff; training conducted in chairmanship, leadership, refereeing, parliamentary procedure etc.; and special services such as blood bank, welfare, housing, etc.
- **Program.** Includes all company a tivities by category and all competitiv activities with other companies or i civic leagues.
- **Facilities.** All facilities used an whether company-owned, communit owned, etc.
- **Organization.** Includes degree c administrative responsibility handle by company recreation organizatio and eligibility of every employee an his family to participate.
- **Financing.** Methods by which pr gram is financed and the basis o which funds are allocated to activitie

In addition, each director will sul mit a written recommendation just fying his selection.

Each director will contact com panies in his region to accumulate th necessary information and submit h report by April 15 to H. S. Naish NIRA Awards Committee chairma and Chief, Employee Services, Convai Pomona, Calif.

Naish; working closely with Newto E. West, Personnel Director, Helm Bakeries; and W. R. "Bill" Schroede Managing Director, Helms Athleti Foundation; developed the awards pr gram. Schroeder, incidentally, designe the trophies (see cover) especially fc NIRA.

Founded in 1936 by Paul H. Helm the Helms Athletic Foundation is non-profit, philanthropic institution d signed to inspire youth and carry o the wholesome thoughts of the Olympi movement.

The Foundation has taken an activ part in the furtherance and encourag ment of worthy athletic activities.

In 1948, the Foundation opened th first unit of the Helms Hall, an in pressive shrine housing the trophi and awards won by the champions sport.



HELMS TROPHIES are examined by (l-r): Tom Croft, NIRA President, Convair; Don Neer, NIRA Executive Secretary; Bill Shroeder, Managing Director, Helms Athletic Foundation; and Newt West, Personnel Director, Helms Bakeries.

Record Breaking Workshops

Since the national conference la May, a record-breaking 13 region workshops and seminars on industri recreation were conducted throughou the country.

Peak activity was concentrated in ebruary and March with the following ven meetings:

Dallas Employee Recreation Vorkshop, Feb. 7. Co-sponsored by e North Texas Industrial Recreation ssn. and NIRA with Bob Janes, nance Vought and Jim Bernard, emco Aircraft as chairmen. Over 50 mpanies were represented at Texas' rst workshop.

California Industrial Recreation onference, Feb. 14-15. Sponsored NIRA, Newton E. West, Helms akeries, chairman. 146 delegates atnded the 11th annual California eeting which was highlighted by outanding panels on retirement and mily participation.

Denver Industrial Recreation leeting, Feb. 18. Sponsored by Denr Industrial Recreation Federation d Denver Parks and Recreation ept. Elroy Witthuhn, Shwayder Bros., c., president. Attended by 49, Don eer, NIRA, guest speaker.

Purdue Industrial Recreation Vorkshop, Feb. 17-18. Sponsored by rdue University, Harry D. Edgren, airman. Attended by 30 delegates.

Industrial Music Workshop, b. 19-21. Sponsored by Purdue U. usical Organizations and American dustrial Music Assn. Attended by , Don Neer, guest speaker.

Federal Conference on Emoyee Relations, March 24, Washgton D. C. Sponsored by FCER with IRA. Attended by 60 members repsenting 40 government agencies. Rol Burns, National Security Agency, airman.

AMA Industrial Recreation eminar, March 31-April 2, New ork City. Sponsored by American anagement Association with NIRA. ugust Cavalloro, Ford, chairman.



CHECKING the program for the Dallas Workshop are: (l-r) NIRA President Tom Croft, Convair; Tom Mobberly, Texas Instruments; Carolyn Phillips, Tempco Aircraft; and S. E. Fernandez, Kaiser Aluminum.

1958-59 WORKSHOPS—A RECORD BREAKING YEAR

(Here's a review of the 13 industrial recreation workshops conducted since the 1958 NIRA Conference and Exhibit)

Industrial Recreation Seminar, NIRA Region V, Rapid City, S. D., Aug. 21.
AMA Industrial Recreation Seminar, New York City, Sept. 29-Oct. 1.
Bi-Annual Workshop, Region I, New York City, Oct. 16.
Milwaukee County Workshop, Region V, Milwaukee, Wis., Nov. 10.
Industrial Recreation Workshop, Region III, Chicago, Ill., Nov. 13.
Employee Recreation Workshop, Region IV, Atlanta, Ga., Jan. 15.
Employee Recreation Workshop, Region VI, Dallas, Tex., Feb. 7.
Industrial Recreation Conference, Region VII, Santa Monica, Calif., Feb. 14-15.
Industrial Recreation Meeting, Region VII, Denver, Colo., Feb. 18.
Industrial Recreation Workshop, Purdue University, Feb. 17-18.
Industrial Music Workshop, Purdue University, Feb. 19-21.
Federal Conference on Employee Relations, Region II, Washington, D. C., March 24.
AMA Industrial Recreation Seminar, New York City, March 31-Apr. 2.

SOFTBALL TOURNAMENT DATES

The Amateur Softball Association has announced the following dates and host cities for its 1959 fast and slow pitch World Tournaments.

Men's Fast Pitch World Tournament:
Clearwater, Fla., Sept. 21-26. (Raybestos Cardinals, 1959 Champ.)

Women's Fast Pitch World Tournament:
Stratford, Conn., Sept. 4-11. (Raybestos Brakettes, 1959 Champ.)

Slow Pitch, Open and Industrial Sections:
Cleveland, Ohio, Sept. 5-7. (Detroit East Side Sporting Goods and Cincinnati Turbine Jets, 1959 Champs.)

ur Recreation Program Needs Refreshment Facilities



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WORLD'S LARGEST MANUFACTURER OF REFRESHMENT EQUIPMENT AND SUPPLIES

Bowling Survey

New NIRA study reveals surprising facts and trends in methods, practices and problem areas

Spot checking 220 companies, representing large and small firms throughout the U. S. and Canada, NIRA took a close look at the 1958-59 industrial bowling season and discovered some highly interesting and surprising factors.

Long established as industry's most popular sport, bowling programs, according to previous studies, are conducted in almost 95 per cent of business and industrial firms.

In this year's survey, nothing could be found to dispute the sport's top ranking. The 220 companies reported participation by 75,908 men; 21,090 women and 1,441 juniors for a total of 98,439 bowlers. The company average was an amazing 447.

By far the majority of recreation directors rated bowling as their most successful sports program. Many used glowing terms to describe its value in building good employee relations.

However, the answers to the question, "How can industrial bowling be improved?" were surprisingly strong and even resentful (see table below). Indeed, the picture is not all roses.

The problems confronting industrial bowling are essentially external and of sufficient gravity to have already decreased participation in some firms.

Specifically, they deal with a lack of good facilities in some areas, policies on length of season and fees, uncooperative attitudes of some bowling proprietors and an apparent disenchantment with the American Bowling Congress.

There is an obvious need for more cooperation and understanding between industry and bowling proprietors. Many companies want a shorter season. The proprietor must have a fairly long season to stay in business.

A possible solution suggested by several replies: operate split seasons, or, in effect, a longer summer season and a shorter winter season.

This would eliminate conflicts with employees who want to play outdoor spring sports and still provide plenty of action for the many year-round bowling enthusiasts and proprietors.

Last year, about 16 per cent of the companies conducted summer bowling for an average 12 week period.

In the face of added promotion by recreation directors and the bowling industry, it will be interesting to watch the growth of this summer activity.

At a time when the bowling industry is beginning to fear market saturation, it is surprising to note the number of demands for more facilities. This is probably a localized problem in the Northeast and Southeast and could result in part from inability to secure ideal bowling times.

Tied in with this problem is the fact that 13 per cent said they made no effort to promote bowling. Their main reason: more people wanted to bowl than could be accommodated by existing facilities.

This, of course, could be the case in some areas, but the Bowling Proprietors Association of America reports that while one bowling center may l packed to the limit, another just dow the street may be virtually empty.

Several objected to ABC tournamen which pit the "truly amateur" cor pany bowler against "professionals As a solution, some suggested a ful developed program of national ar regional industry-only tournaments.

Internally, there was a call for mo support from company managemen These were concerned not so muc with financial aid as with a bette understanding of the importance o the bowling program to employees an a desire for greater participation b top management.

Almost 65 per cent of the companie contributed in some degree toward the bowling program with trophie and prize money the most popular ou lets.

The extent of financial support, o course, ranged from picking up AB fees to paying all costs including equip ment and line fees.

An interesting aspect of the survey too unweildy to break down into char form, concerned the pay of leagu secretaries.

Some 37 widely varied pay scale were reported. Generally, season's pa ran between $40 to $75. Here ar examples of the extremes:

- flat rate of $250.
- $1 per bowler per season (total o $43.60)
- 10 cents per bowler per seaso (total of $8.)
- 15 cents per bowler per nigh (total of $218.25)

An equitable system was reporte by National Cash Register who pay secretaries of six team leagues $90 eight team leagues $120., and 10 tean leagues $150.

Of all the survey returns, probabl the best measure of the status of in dustrial bowling is the fact that up wards of 60 per cent of all bowler are enthusiastic enough to purchas their own bowling balls.

1959 NIRA Bowling Survey Results

How Can Industrial Bowling Be Improved?	Responses
More and better facilities	38
Shorter season	24
Lower fee	13
More instruction, clinics	13
Better cooperation from ABC	12
Better cooperation from proprietors	12
More support from management	12
Regional and/or national meets for industry only	10

How Do You Select Bowling Center?	Responses
Majority vote of bowlers	42
Availability of lanes	35
League officials	34
Location	33
Best facilities	25
No choice, only one center	12
Price	3
ABC approval	1

How Do You Promote Bowling Participation?	Respons
Company paper	89
Bulletin board	75
No promotion necessary	29
Personal contact	27
Special posters	22
Newsletters	18
Tournaments	12
Pre-season bulletins	10
Select good captains	9
Public address system	7

Survey Results (cont.)

Length of Season	Responses
All year	4
36 weeks	17
35 weeks	33
34 weeks	8
33 weeks	42
32 weeks	52
30 weeks	22
27 weeks	23
17 weeks	4

Fee Per Line	Responses
75 cents	1
60 cents	6
55 cents	10
50 cents	43
45 cents	72
40 cents	41
35 cents	18
30 cents	10
25 cents or less	4

Where Do You Bowl?	Responses
Company lanes	26
Public bowling center	195

Per Cent of Bowlers Owning Their Own Ball	Responses
91-100%	16
81-90%	29
71-80%	34
61-70%	16
51-60%	14
41-50%	20
31-40%	18
21-30%	19
11-20%	11
0-10%	23

Program Financed Any Degree?	Responses
By Company	142
By Employee Association	25

They Help Finance/Purchase:	Responses
Shirts	68
Entry Fees	92
Trophies, Prize Money	96

Where Do You Buy Shirts?	Responses
Local dealer	83
Jobber/Distributor	1
Manufacturer	9

Do you Pay League Secretaries?	Responses
Yes	133
No	71

Do You Have Summer Season and How Long	Responses
Yes	36
20 weeks	1
15 weeks	5
14 weeks	1
13 weeks	1
12 weeks	3
11 weeks	1
10 weeks	5
9 weeks	2

Special Activities	Responses
Awards Banquet	161
Trophies	181
Entertainment	70

Special Tournaments	Responses
Company championship	79
Turkey or Ham Roll	31
Doubles	26
City championship	16
Mixed Doubles	12
Regional or Nat'l meets	10
Mixed Sweepstakes	9
State championship	6
Others (Scotch doubles, headpin, sweepstakes, etc.	32

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Golf's Golden Rule:

ETIQUETTE

There are no 'rules' of golf etiquette. The courtesies outlined here make up a code of correct behavior for the lady and the gentleman on the golf course that has evolved over several hundred years. Observance of these courtesies adds to everyone's enjoyment of the game, regardless of score. Remember, you don't have to be a good player to be a good golfer and a desirable playing partner . . .

1. No one should move, talk or stand close to or directly behind the ball or the hole when a player is addressing the ball or making a stroke.
2. The player who has the honor should be allowed to play before his opponent or fellow-competitor tees his ball.
3. No player should play until the players ahead are definitely out of range.
4. In the interest of all, players should play without delay.
5. Players searching for a ball should allow other players coming up to pass them; they should signal to the players following them to pass, and should not continue their play until those players have passed and are out of range.
6. Before leaving a bunker (sand trap), a player should fill up all holes made by him therein.
7. Through the green. a player should ensure that any turf cut or displaced by him is replaced at once and pressed down, and that, after the players have holed out, any damage to the putting green made by the ball of the player is carefully repaired.
8. Players should avoid carrying their golf bags across the putting green. They should be careful to avoid damage to the green when removing the flagstick from the hole, and neither they nor their caddies should stand close to the hole especially when handling the flagstick. They should carefully replace the flagstick in the hole before leaving the green.
9. When the playing of a hole has been completed, players should immediately leave the green. In particular, no scores should be recorded on the green.

Common sense and consideration for others are guideposts. Remember, safety as well as courtesy is involved.

IT'S NOT GOLF,

If you don't play b

For a true test of golf with greater enjoyment, learn these nine most misunderstood rules

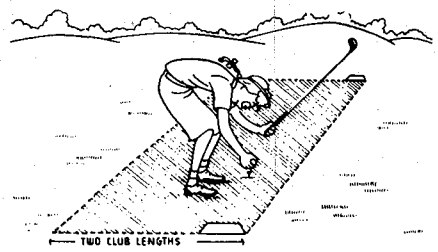
by BEN CHLEVIN, National Golf Foundatio

If you're not playing by the Official Rules of Golf, as set up by the world's ruling bodies of golf, the United States Golf Association and the Royal and Ancient Golf Club of St. Andrews, you're just not playing golf—and you're missing half the fun of the game!

This does not mean you have to be a fairway lawyer, or blow the whistle on every suspected infraction of the rules made in your foursome. It does mean that a working knowledge of the rules of golf and observance of these rules will make every match you pla a fairer test of golf and will give yo greater satisfaction in playing.

It is an unfortunate fact that almos half of the estimated 5 million mer women and junior golfers who will trea the nation's fairways this year are eithe ignorant of the rules of golf or deliber ately ignore them with the mistake idea that the rules are too complicate and unduly penalize the average golfer

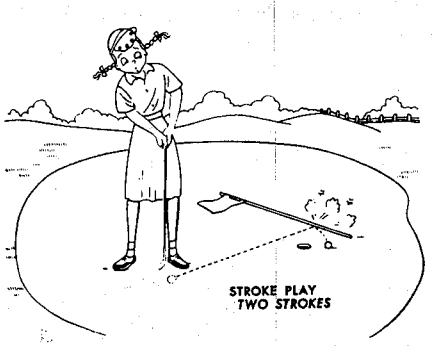
A surprising number of golf league play 'winter rules' all through th season, and some—through a compli



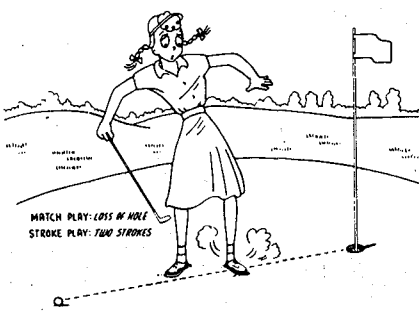
When driving from the tee, the ball must be teed up between the markers and not more than two club-lengths behind the markers, never in front of them.



Hey . . . what's this! Susie didn't like the li of her ball so she pulls up grass to improv it. You may not improve your lie by moving breaking, or bending growing vegetation. I match play, Susie would lose the hole. I stroke play, the penalty is two strokes.



In stroke play, if your ball hits the attended pin even if it has been removed, or if it hits the person attending the pin, you must take a two stroke penalty and play the ball as it lies.



You must not smooth the ground in the lin of your putt. In match play this will cost yo the hole. In stroke play, the penalty is tw strokes.

ıe rules

ated system of 'local ground rules',— ɔractically rewrite the rules of golf to fit their own special needs.'

This is not golf. These leagues vouldn't think of allowing four strikes o the batter in baseball or softball ust because their baseball diamonds ıre not as carefully groomed as Yankee Stadium, or their players are not of he same playing calibre as Mickey Mantle or Ted Williams. Yet these are ɔasically the same arguments advanced or the adoption of 'local rules.'

According to the Rules of Golf, local ules should be kept to a minimum, nd should be set up only to give re- ief from a temporary hardship or con- lition existing on the golf course, and hould be discontinued when the un- usual condition has been corrected. They are not intended to give special advantage to anyone.

How can you enjoy golf more through the rules? When you realize that only through observance of the rules of golf does your individual stroke handicap do the job that it's supposed to do. Your individual stroke handicap is the 'equalizer' that enables you to play on equal terms with a scratch player—but only if both of you are playing by the Official Rules of Golf.

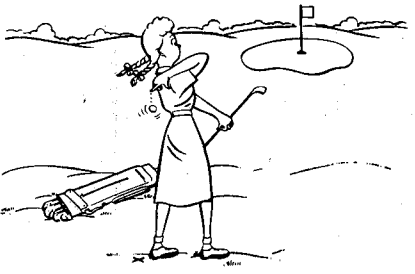
Learn the Rules of Golf and play by them and you'll be using the common language of golf spoken in every corner of the world wherever there are golf courses to play on. And you'll be recognized as a *golfer*, regardless of your playing ability.

Illustrated on these pages are nine of the most misunderstood or ignored golf rules. Are you familiar with them?

The tenth, and probably the most abused rule of all is an unwritten rule—the 'golden rule' underlying the etiquette of golf. Whenever you're in doubt about proper golf courtesy keep this in mind: 'Do unto others as you would have other golfers do unto you'—and you'll be right!



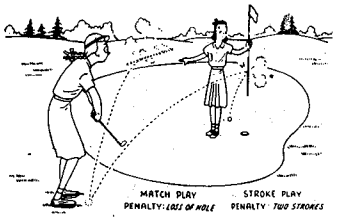
GOLF is a top industrial activity as demonstrated by these employees of Shillito's Dept. Store, Cincinnati. To see how Shillito's and other firms make golf even more enjoyable, see the May issue of R/M.



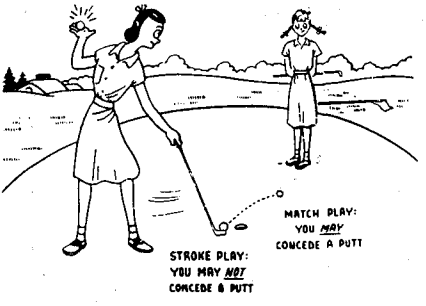
Vhenever the ball must be dropped in ac- ordance with the Rules of Golf, you must ace the hole, stand erect, and drop the ball ehind you over your shoulder. If you fail ɔ do it in this manner, you must take a one- troke penalty.



If you play your ball from a water hazard or a bunker, you must not let your club touch the ground or the water until your downstroke. This applies to the exposed part of a sand trap.

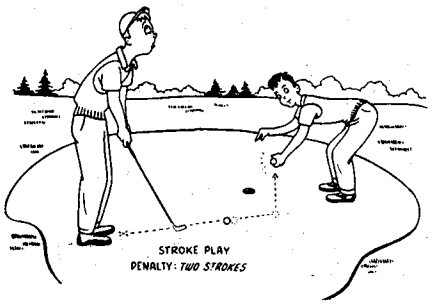


In match play, if your ball hits a pin that has been removed, you lose the hole. In stroke play, you have to take a two stroke penalty and you must then play the ball as it lies. In match play, if your ball hits the pin while anyone is holding it; or if your ball hits the person holding it or his clubs, *you* lose the hole.



ı match play you may concede your op- ɔonent's putt at any time.

ut in stroke play there is no such thing as onceding a putt. Every player must hole out n every hole.



In stroke play, when both balls lie within twenty yards of the hole and neither ball is in the hazard, if your ball hits the other player's ball, you must take a penalty of two strokes and the other player's ball must be returned to its original position.

LEARN THE RULES OF GOLF

Copies of the booklet "The Rules of Golf" are distributed at 25c each by the United States Golf Association, "Golf House", 40 East 38th Street, New York, N. Y. The National Golf Foundation's booklet "The Easy Way To Learn Golf Rules," is available at 10c a copy, and contains a simplified version of the Official Rules of Golf, illustrated for easier understanding by amusing cartoons. Text approved by the United States Golf Association. The National Golf Foundation headquarters are at 407 South Dearborn Street, Chicago 5, Illinois.

3 UNIQUE TRAVEL CLUB AIDS

- *Armchair world tour*
- *Employee vacation service*
- *Post-trip "Camerama"*

What makes a good travel program? You name it; the variations are boundless and adaptable to almost any industrial situation.

Here are three imaginative ideas which have proved highly successful in company travel programs:

● ARMCHAIR WORLD TOUR

Without leaving the city limits of Waterloo, Ont., employees of the Mutual Life Assurance Co. of Canada have seen the world on the movie screen in the Mutual Life Auditorium.

But Mutual Life's program consists of much more than showing travel films, and herein lies the secret of its enthusiastic acceptance.

This year, the Travel Club arranged a six month Armchair World Tour and did everything possible to make their "passengers" feel that their auditorium seats were actually deck chairs or plush airline seats.

The first lap of the tour brought club members and guests to New York and other U. S. cities via American Airlines' films.

Chairs in the auditorium were rearranged to simulate the interior of an airliner and the 190 travellers were welcomed aboard by two employees, one dressed in American's blue winter hostess uniform, the other in the brown summer uniform.

The hostesses later passed out six flight bags as door prizes.

Another touch of reality: passengers were treated to an "in-flight lunch" following the film.

The next month, the World Tour visited 23 ports in 17 countries via Cunard Steamship Lines.

For this lap of the trip, the auditorium was decked out in nautical style, and the stage made a very impressive boat, complete with smokestacks and two sailors standing guard. Sea sick pills were offered to passengers as they embarked, and the ship's log served as a guest book.

Publicity for the entire tour was equally as clever. World maps were reproduced showing the six-month itinerary. Bulletins promoting each meeting simulated travel folders. Travel terminology was used, and often, prices of the actual trip were included.

Given this treatment, any series o travelogs can be developed into a pro gram of major interest.

● EMPLOYEE VACATION SERVICE

In addition to conducting severa chartered trips each year, the Kaise Recreation Club, Kaiser Steel Corp. Fontana, Calif., operates a travel desl to help employees plan individual trips

This unusual service grew from ar inquiry by an employee for informa tion concerning weekend resorts nea Los Angeles. After an investigatior which turned up two or three suitable places, the Kaiser Recreation Club de cided to expand this material to include numerous vacation and resort areas ir California.

A Los Angeles travel agency which specializes in recreation tours for in dustry was contacted. They furnished the club with numerous brochures or Las Vegas, Reno and Palm Springs containing package deals.

The club then sent letters to various vacation spots asking for any available information on their facilities. The re sponse to these inquiries was excellent

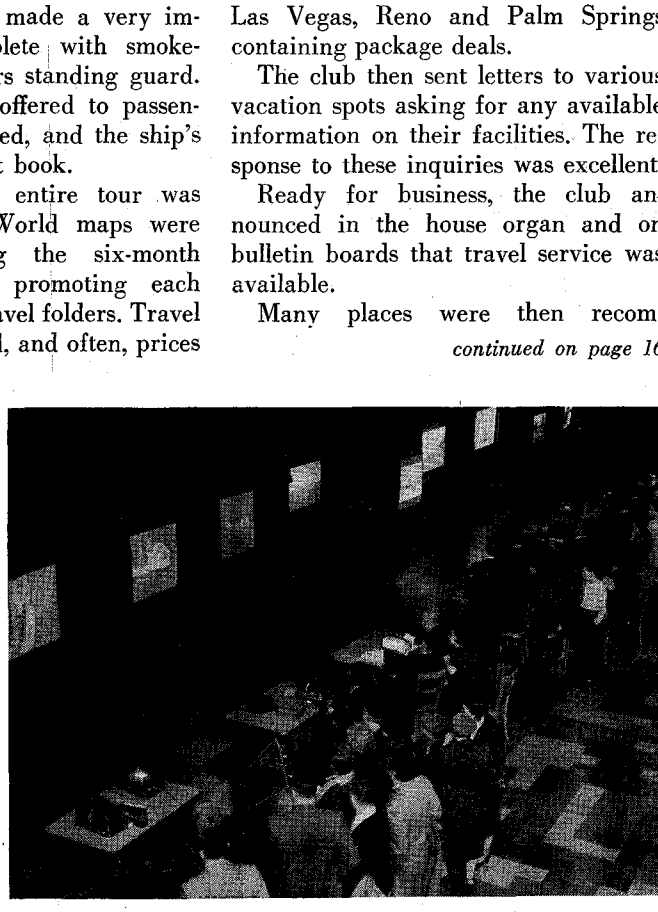
Ready for business, the club an nounced in the house organ and or bulletin boards that travel service was available.

Many places were then recom

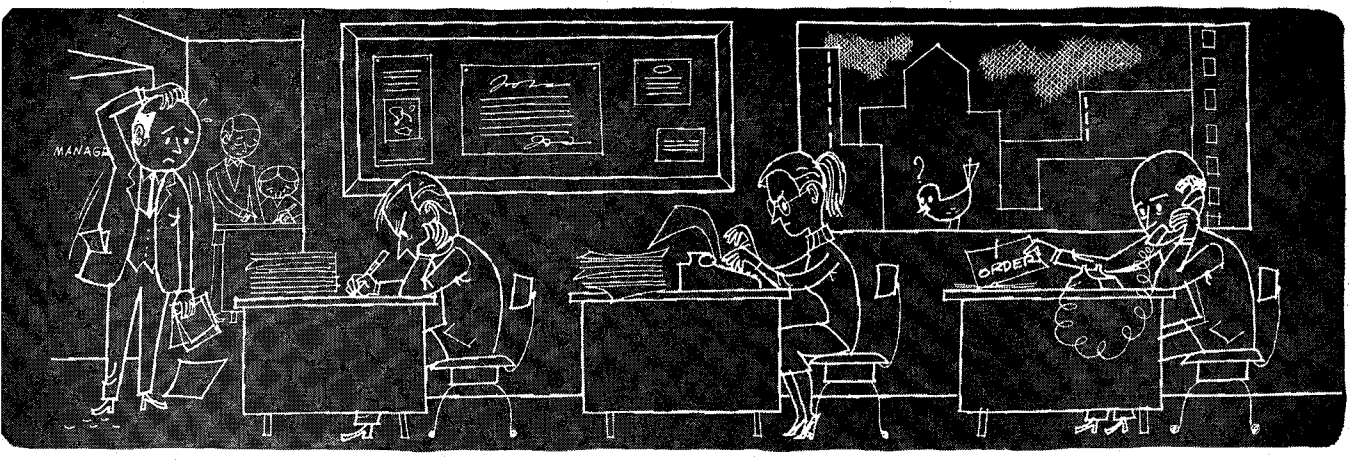
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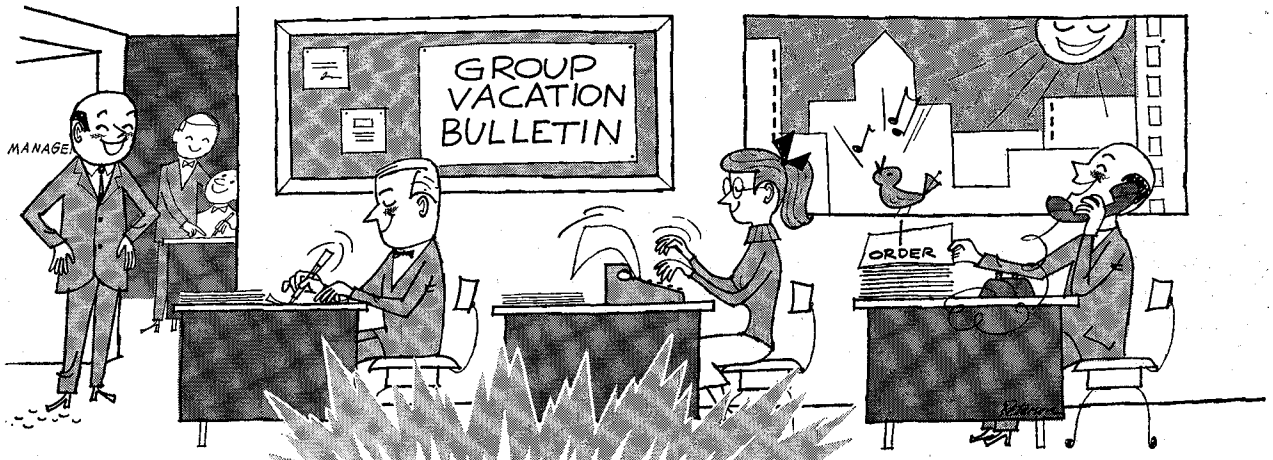
TRAVEL DESK operated by the Kaiser Recreation Club assists employees by providing information and offering reservation service for individual vacations.



CAMERAMA, attended by 700 Thompson Products employees, featured movies, slides and prints of the Thompson Travel Club's 1958 chartered trip to Europe.



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Are your people suffering from routine frustration? Lost all their elation? Slumped over their desks with fatigue? Introduce American Express new, low-cost group vacation plan and watch the transformation. In a twinkling—every single member of your staff becomes a busy, bustling, happy-minded efficiency enthusiast—positively delighted with the prospect of two or three wonder-working weeks in Hawaii . . . the Caribbean . . . Europe . . . Mexico . . . and dozens of other delectable places. Each tour is priced easily within the financial means of every employee . . . and arranged by the world's finest, most complete travel service.

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continued from page 14

mended by employees who had found additional locations and brought in brochures so that the club could write for more detailed information.

Local points of interest, ideal for one-day family excursions such as historical buildings, art galleries, parks, zoos, etc. were added to the information file.

Then the club began to get numerous requests for reservations, both domestic and foreign. On the basis of their experience, the Kaiser club does not recommend that any recreation club or company get into the business of actually ticketing employees.

Instead, Kaiser works with a very-well qualified local agent who does everything to assist them in obtaining reservations for their employees. The agent makes all arrangements and delivers tickets to the plant.

Kaiser's travel desk handles anywhere from 10 to 100 reservations per month. During a peak summer vacation month, they have delivered as many as 114 travel packages.

The Kaiser club feels its travel desk offers an outstanding service to its employees, inasmuch as their location prohibits them from obtaining such information without making numerous phone calls, both local and long-distance.

● POST-TRIP CAMERAMA

To help employees relive the excitement of last summer's European trip and, for those who didn't go, provide an evening of entertainment, Thompson Products, Inc., Cleveland, Ohio, staged a vast "Camerama" in the company cafeteria. (see photo, page 14)

Co-sponsored by the Travel and Photography clubs, the Camerama was a photographer's paradise. Eighteen people showed their European slides, 10 showed movies and four more exhibited prints . . . simultaneously.

The event offered the travelers a chance to renew acquaintances made on the trip, but the appeal was much broader than that. The one and a half hour event was attended by 700 Thompson people, while 177 employees actually made the trip.

The program also gave the Travel Club an opportunity to announce plans for its 1959 summer vacation trips to California and Hawaii. Each person who attended was given a travel questionnaire explaining all the activities offered by the Thompson Products Travel Club.

RM RECREATION ROUNDUP

Hot Time at Fiberglas

Think you've got troubles? Talk to Bob Schenk, employee relations manager, Owens-Corning Fiberglas Corp., Newark, Ohio.

On Jan. 21, the combined effects of a quick thaw, ice jams and a five-inch rainfall submerged the Fiberglas plant under seven feet of water.

That was bad enough, but the next day, a faulty fuse box in a storage room behind Bob's office started a fire which raged through the employee relations and Fiberglas Club offices burning them beyond repair. (see photo)

The result: almost a complete loss of all Fiberglass Club records and other materials. To top it off, the catastrophe hit while Schenk was in the midst of reorganizing the Fiberglas Club.

Somewhere in the debris was NIRA's collection of "Recreation Association Constitutions and Bylaws" which Bob had been using during his reorganization work. Burned badly around the edges, the book was not completely destroyed, however, and has since been returned to NIRA with Bob's profuse apologies.

We're sorry, too—not about the book, but for the loss of property and resulting trouble suffered by Fiberglas and its employees. Best of luck on a speedy return to normal.

Many Happy Returns

The Internal Revenue Service has ruled that the value of a turkey, ham or other small property gifts presented to employees at Christmas or other holidays is not taxable income to the recipient. What's more, the Service held that the cost of such presents is deductible by the employer as business expense since they are intended to "promote good relations" with employees.

Beat the Champ

Here's an added attraction for industrial golf leagues:

Any time between May 31 and June 6, while playing their regularly scheduled rounds, your golfers can challenge two national chapions.

The event is National Golf Day, annually sponsored by the Professiona Golfers Association of America.

During the week-long competition golfers everywhere will match thei scores against the winner of the 18 hole "Round of the Champion" exhibi tion between Dow Finsterwald, 195 PGA champ, and Tommy Bolt, 195 U. S. Open winner.

All men amateurs will play thei normal handicaps, while ladies wil play their handicaps plus seven strokes Those whose net scores beat the win ner of the Finsterwald-Bolt match wil receive National Golf Day Medal from the PGA.

Almost every country club, daily fee and public course in the country will have a supply of entry forms.

Entry fees of $1. each will go to caddie scholarship funds, veterans rehabilitation, programs for blind and amputee golfers, Junior golf, and other worthwhile projects.

Rec Grads Increase

The National Recreation Association reports that the numbers of degrees granted to recreation majors is now on the increase. In 1951, 692 degrees were granted; only 444 in 1956; 406 in 1957; but the trend was reversed in 1958 with 683 degrees.



NO FUN here, after flood, then fire swept through Bob Schenk's Fiberglas Club office last January.

Predict Record Attendance

ig names headline speakers list
s advance registrations and
ooth sales climb at record pace

Walter Kelk, du Pont; Ted Goss, CA; Sam Rubenstein, Philadelphia lectric; and Bill Ziegenfus, Sun Oil; ıe "four horsemen" behind NIRA's 8th Conference and Exhibit at Philaelphia, May 24-27, predict a record xhibit and attendance.

Kelk's list of keynote speakers is eaded by Robert B. Meyner, Governor f New Jersey; Mayor of Philadelphia ichardson Dilworth, and James Crow-y of Notre Dame "Four Horsemen" ame.

Also featured on the program are: . G. Dunlap, Sun Oil President; rthur E. Eggert, Minnesota Mining & fg. Co. Vice President; James Q. du ont, E. I. du Pont de Nemours; obert Crawford, Philadelphia Comissioner of Recreation; and Dr. larold Meyer, Consultant, N. C. Receation Commission.

A highlight of the week's activities ill be the outstanding boat excursion, acilities tours and activity demonstraons arranged by the conference comittee. On Tuesday, delegates will sail own the Delaware River to Wilmingon where they will tour the du Pont ountry Club and witness a tennis exibition by the Women's World oubles champions.

From there, the group will travel to larcus Hook, Pa., to tour Sun Oil's ew Sun Center Recreation Area and bserve a shooting demonstration uner lights.

Following the inaugural banquet, elegates will see a one-hour floor ow by Gordon Jenkins and his orhestra. Other entertainment during the onference will be provided by the sso-Aires and Sun Chorus.

In addition to 11 key speeches, the onference includes 10 important panel essions ranging from "Common Sense ost Cutting," "Preparing the Emloyee for Retirement," to "Extra Curicular Promotion Ideas."

A special "My Problem Is" quiz sesion will also be conducted.

A full schedule of activities for wives has also been developed by Carolyn Doerr, Bell Telephone Co. of Philadelphia. Highlights of the women's program will be a fashion demonstration, a historical tour of Philadelphia and shopping trips.

The exhibit of recreation equipment and services also promises to be truly outstanding as manufacturers and suppliers had already reserved a total of 66 booths at press time.

Crosman Arms, Converse Rubber, Sico Manufacturing Co., A. G. Spaulding & Bros., Saunders Novelty, Assn. of American Playing Card Manufacturers.

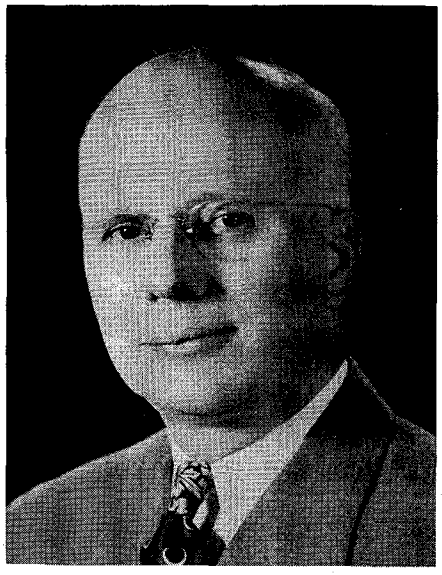
Hillerich & Bradsby, Lanseair Travel Service, Davidson, Jayfro Athletic Supply, Adams Travel Service, Wilson Sporting Goods, American Bowling Congress, Allison of Florida.

Amateur Softball Assn., Nat'l Golf Foundation, Athletic Institute, Rawlings Sporting Goods, Seven-Up, Lignum Vitae, Jewel Creations, NAAPP&B, Champion Knitwear, Nat'l Rifle Assn.

N. W. Automatic Products, Crouse-Hinds, Beau Rivage Motel, Interstate United Coffee, MacGregor Company, World Educational Travel, Hanna Manufacturing, Coca-Cola, Waldron & Co.

Gill Hotels, Nat'l Bowling Council, Morgan Sign, Automatic Canteen, N. Y. Convention and Visitors Bureau, Transport & Travel, Ball-Boy, American Express, McNaughton Libraries.

Overseas Nat'l Airways, Tandy Leather, American Handicraft, John B. Rogers, Happiness Travel Service, Adirondack Bats, Pepsi-Cola, Hotel Fontainbleau, Pan American Airways, Encyclopedia Britannica, Rudd-Melikian, Flying Tiger Line, Shakespeare Company.



ARTHUR E. EGGERT, vice president of public relations, Minnesota Mining & Mfg. Co., will speak on "How Management Looks at Recreation."

SPECIALISTS IN PLANNING
Recreation Areas and Facilities
for Industry
THE CHARLES M. GRAVES ORGANIZATION
1275 Spring St. N.W., Atlanta 9, Ga.
Without obligation we shall be
glad to explain our services.
Your inquiries invited.

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RATES: regular type, 15 cents each word
bold face type, 25 cents each word
copy must be received by the 5th of the month before date of issue in which ad is desired

HELP WANTED

New England electronics firm now interviewing applicants for Recreation-Personnel position. Must have experience in organizing employee recreation association, operation and maintenance of recreation facilities and areas. Salary range $6,000-$8,000.
CH5—RECREATION MANAGEMENT

Two openings for recreation representatives in Seattle, Wash., area. Applicants should have degree in recreation or equivalent plus some work experience in recreation, industrial or other. Starting salary, $4800, based on 40 hour week.
CH6—RECREATION MANAGEMENT

POSITIONS WANTED

Company cutbacks force asst rec dir of Eastern firm to look for better position. Knowledge of all phases through 8 yrs experience. Qualified bowling instructor, age 34, married.
CP12—RECREATION MANAGEMENT

YMCA district exec sec'y desires rec position in industry. College grad with mionr in PE and rec. 12 yrs experience in Army, YMCA programs. Age 37.
CP13—RECREATION MANAGEMENT

Seeking better opportunity in program and salary. 8 yrs exp. in ind. rec. MA in recreation. Age 34.
CP14—RECREATION MANAGEMENT

Assistant professor (woman) of physical education wants position in industrial recreation. B.S. and M.S. in physical education, 3 summers as municipal playground director.
CP-15—RECREATION MANAGEMENT

ATHLETIC APPAREL

Team and Industrial Patches Made to Order. Send rough sketch, quantity, size and colors for prices. T-Shirts—Sweat Shirts—Jackets, etc. Request complete catalog on company stationery.
THE FELT CRAFTERS, Plaistow 12, N. H.

ENTERTAINMENT

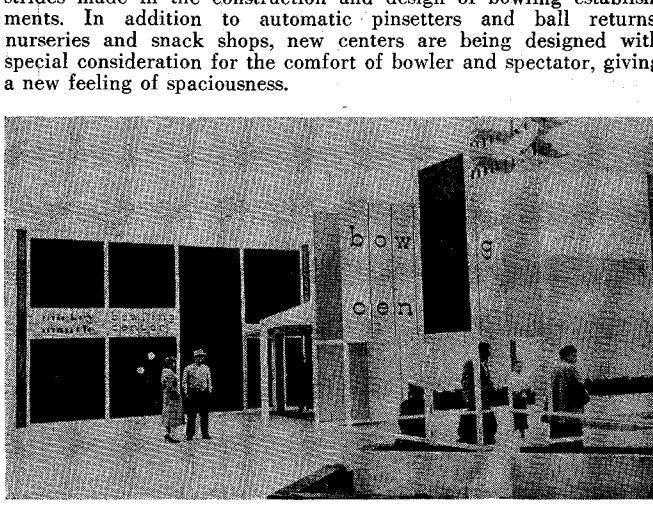
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Inspiring and humorous, Edward McFaul is one of the nation's most popular speakers. With a rich background in teaching, personnel and selling, his wide contacts with all groups have given him an unusual understanding of people.
E7—RECREATION MANAGEMENT



A contemporary approach to an old problem is the skill challenging, multi-functional line of playground equipment manufac tured by Creative Playstructures, Inc., Milwaukee, Wis. Constructe with reinforced Fiberglas laminate, the line is easy to install, require minimum maintenance, stimulates self-initiated play and provide a maximum of safety. The Play-O-Arc "Six", pictured at left i inviting to the smaller child who can climb, slide, hang from th handrails and balance on the peaks. The flexible sections can b arranged in many ways to create a variety of play patterns. Meas uring 17′ x 10′, the "Six" sells for $790. Other imaginative item in the line include: Slide-O-Bug, Starfish, Giant Ant Hill an Lunar-Tuner.

The striking exterior of the Mickey Mantle Bowling Cente (below), recently opened in Dallas, Texas, exemplifies the vas strides made in the construction and design of bowling establish ments. In addition to automatic pinsetters and ball returns nurseries and snack shops, new centers are being designed wit special consideration for the comfort of bowler and spectator, givin a new feeling of spaciousness.



LAST OF A SERIES

Facilities:

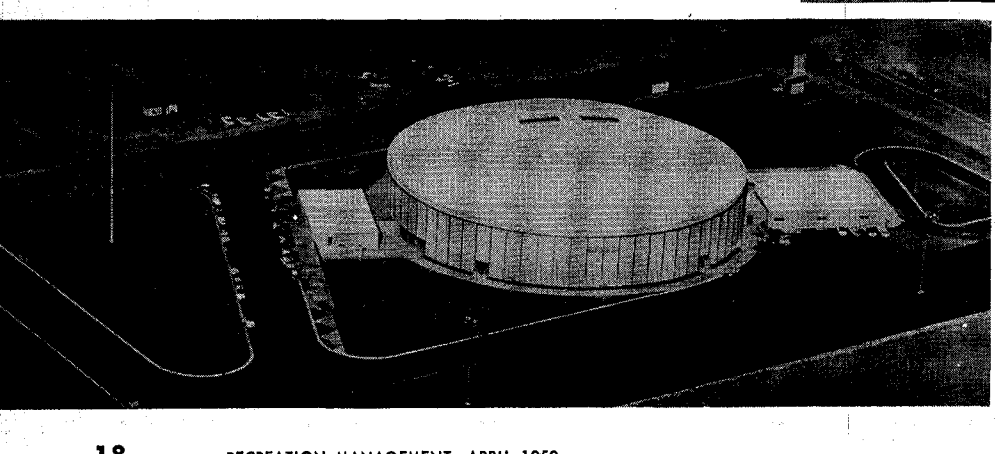
WHAT'S NEW?

Sweeping scientific advancements have brought improvements into almost every aspect of our daily lives. Not untouched by these technological gains, recreation facilities are keeping pace with the space age.

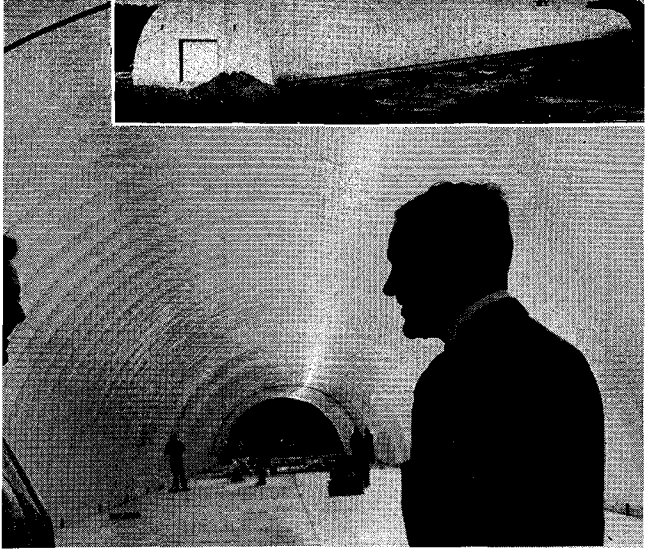
Pictured on these pages are a few of the new developments in the field which incorporate the genius of modern design and the new-found utility of synthetic and natural materials.

Some have been developed expressly for recreation purposes while others have a direct application yet to be fully developed.

Eliminating repair and replacement expense indefinitely the Lifetime aluminum diving boards (below), designed by forme national diving champion, Jim Patterson, Ohio State U., take sever use and abuse. Manufactured by American Playground Device Co. Anderson, Ind., Lifetime boards feature aircraft structure to pre vent torque, or twisting action, at the tip of the board. Its spring leaf construction also gives much greater strength at the fulcrum where it is needed, and lightness at the tip.



The new Brown County Veterans Me morial Arena in Green Bay, Wis., represent an unusual application of Fiberglas Form Board. Produced by Owens-Corning Fiber glas Corp., Form Board was used in th construction of the modern, $2,000,000. dome-shaped structure. The main floor, 270 x 107′, has a refrigerated floor for an ic rink to accommodate hockey, ice shows an public skating. The multi-purpose character istics of Form Board provide an acoustically corrected interior ceiling, a pleasing appear ance with adequate light reflection an heating and cooling cost reductions.

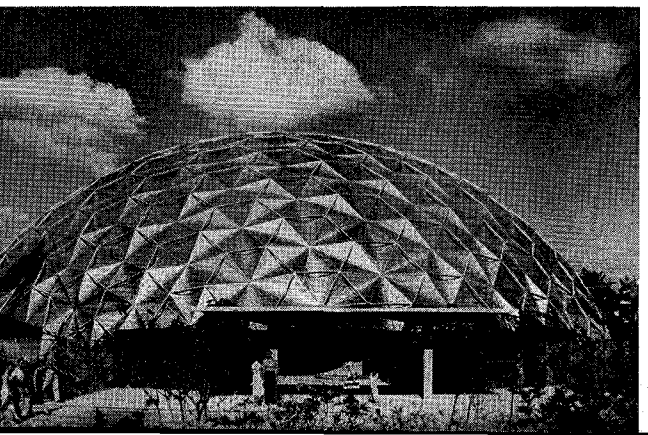


his giant (340′ x 30′) building (above) was fabricated by ıe G. T. Schjeldahl Co. from a new polyster plastic called "Scotch-ak" by its maker, Minnesota Mining and Manufacturing Co. rected as a factory, the building may have many uses in housing :creation activities, such as a covering for tennis courts, swimming ools and skating rinks. The skin of the building is supported by r pressure with ends of solid construction. The skin is said to be gid enough to withstand near hurricane winds. Although no ging tests have yet been completed, the skin can be replaced in ss than two hours at a cost comparable to that of a paint job for conventional building. Air pressure inside the building is only ne pound per square inch higher than outside, and small holes ill not cause a failure in the structure. The semi-transparent skin ermits solar heating and is impervious to moisture and solvents.

new umbrella tent, especially designed for use with station agons (below) has recently been introduced by H. Wenzel Tent Duck Co., St. Louis, Mo. The back door and canvas panel have een designed to fit over the rear of the station wagon so both the nterior of the car and the tent may be utilized. Rubber suction ups fit the contour of the wagon making the entire enclosure ug-proof.

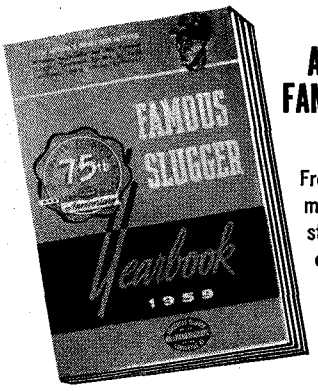


he aluminum-domed auditorium (below) designed by aiser Aluminum & Chemical Corp. has a great potential use s a sports arena, theater, roller rink or other types of recreational uildings. Seating up to 2,000 persons, the dome is 49½′ high, 15′ in diameter with 16,500 square feet under cover. The first roto-type dome was erected in only 20 working hours at a struc-ural erected low cost of about $65,000. The design is based to a rge extent on the principles used in the design of aircraft wings. ince the dome has no interior columns it provides a maximum of sable space.



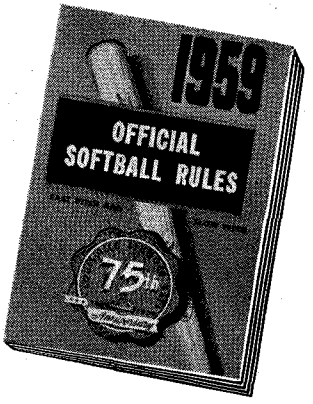
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FREE FOR YOUR TEAMS



THE 75th ANNIVERSARY FAMOUS SLUGGER YEAR BOOK

Free for your team members. Contains statistics and records on last season. Also pictures and article by Stan Musial on rules for hitting.



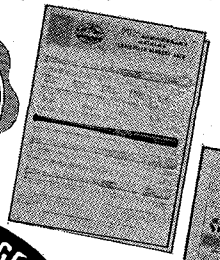
1959 SOFTBALL RULE BOOK

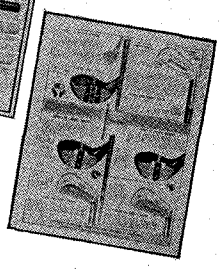
Contains complete official 1959 softball rules, pictures of the 1958 World's Softball Champs and other valuable information.

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We will be glad to send you copies of the 1959 Louisville Slugger Bat and Grand Slam Golf Club Catalogs for your ready reference in ordering from your dealer. Address Hillerich & Bradsby Company, Louisville, Ky. Dept. RM-9.





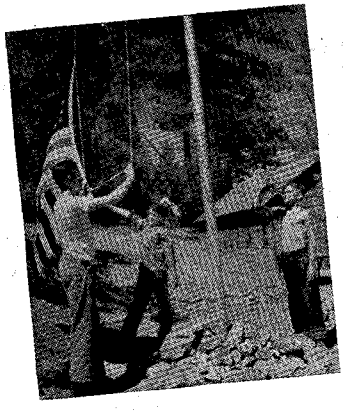


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Directed by Betty Staley, Instructor at Community High School in Peoria, Illinois, this film brings the fun and enjoyment of outdoor living into your classroom. Students will learn how to build various kinds of campfires, how to fry, bake and broil meals over red-hot coals.

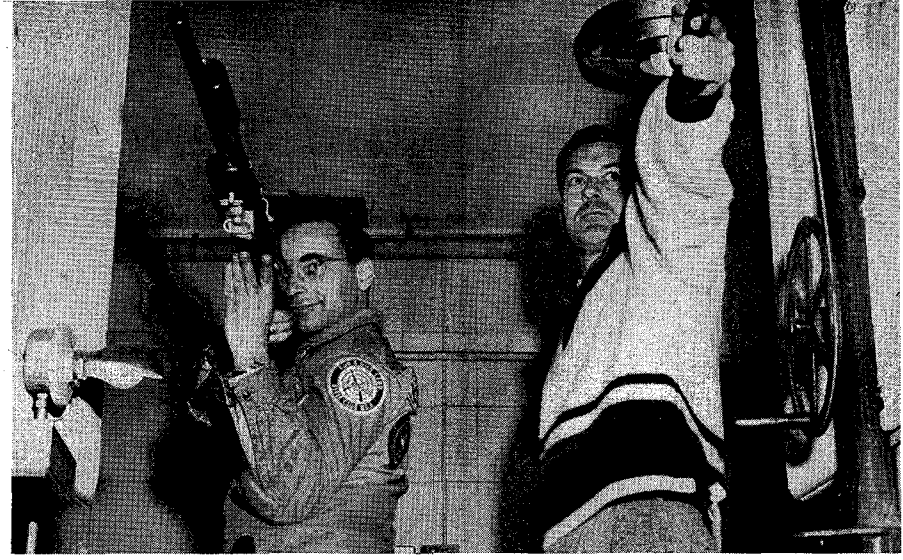
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GUN CLUB activity will hit a peak of activity this month during the NRA-NIRA postal shooting contest. Crack shots, Bob Navias (1) and Bob McKinnon, recreation director, Climax Molybdenum Co., Climax, Colo., display a steady aim.

NRA-NIRA SHOOTING CONTEST

Firing Deadline Nears

One month remains to enter postal tournament

Industry's first postal rifle and pistol contest enters its last month of competition as the firing deadline of April 30 rapidly approaches.

Co-sponsored by the National Rifle Association, participation in the contest is open to any employee of a NIRA member company.

"However, there is still plenty of time left for any company to participate in this outstanding national event," remarked Don Neer, executive secretary of NIRA.

"Official contest entry forms were mailed to all members early in February. If you did not receive one, drop us a line," Neer continued.

The completed entry forms are mailed to the NRA, Program Division, 1600 Rhode Island Ave., N.W., Washington 6, D. C., who returns to the participant the necessary quantity of registered contests targets. Individuals then fire the targets and return them to the NRA for judging.

Regional and national trophies will be presented to the winners of all classifications at the NIRA Conference and Exhibit in Philadelphia, Pa., May 24-27.

Competition is open in eight different classifications: team and individual, .22 caliber and rimfire rifle and pistol

In addition, a grand prize, to be announced at a later date, is being considered for industry's top marksman.

Probably a hunting trip, this prize will be similar to the fishing excursion awarded to the grand national champion of the 1958 NIRA Fish-A-Rama.

Ralph Beron, Chicago CPA who won the 1958 Fish-A-Rama, will collect his reward this month—an all-expense paid week for two at the Beau Rivage Motel in Miami Beach, Fla.

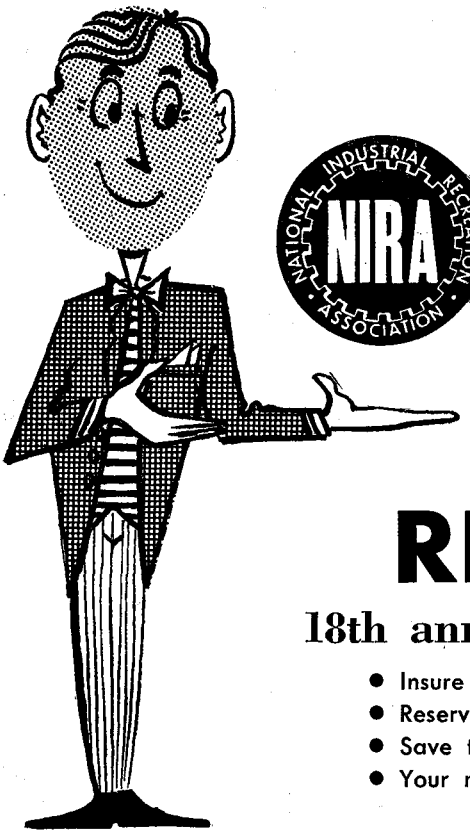
"Shooting contest entries are beginning to pile up, and total participation for the event's first year should prove very encouraging," observed Neer.

As an example of the tournament's acceptance by industry, the Ford Motor Company will enter its marksmen in the NRA-NIRA event in place of the annual Ford National Telegraphic Smallbore Rifle tournament.

The event is designed to assist recreation directors maintain and stimulate gun club activity within their companies by providing a major event on the activities calendar in which all participants have a chance to win national recognition.

By staging the tournament on a postal basis, no travel or time from the job is required and participation involves only the nominal expense of the $1 entry fee.

MAY 24-27, 1959
Philadelphia, Pa.



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the only national conference and exhibit on industrial recreation

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18th annual CONFERENCE and EXHIBIT

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- Reserve a ring-side seat at the Inaugural Banquet and Floor Show.
- Save time on registration day.
- Your name will be included in the pre-conference directory.

(Deadline for Advance Registration: May 1, 1959)

REGISTRATION FEES: NIRA Members (company and branch) $35, Non-members of NIRA $40, Wives $15

Clip coupon and send to: National Industrial Recreation Assn., 203 N. Wabash, Chicago 1, Ill.

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Suite (parlor, twin bedroom and bath):
$25.00 35.00 40.00 45.00 55.00

Air Conditioned rooms available at $1.00 additional per person. Rooms will be held until 6 p.m. unless late arrival is requested and guaranteed. Please cancel promptly if your plans are changed.

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Please make the following registrations for your 18th Annual Conference. A check for $_____ is enclosed.

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   (Title) _____
   (Co.) _____
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2. _____
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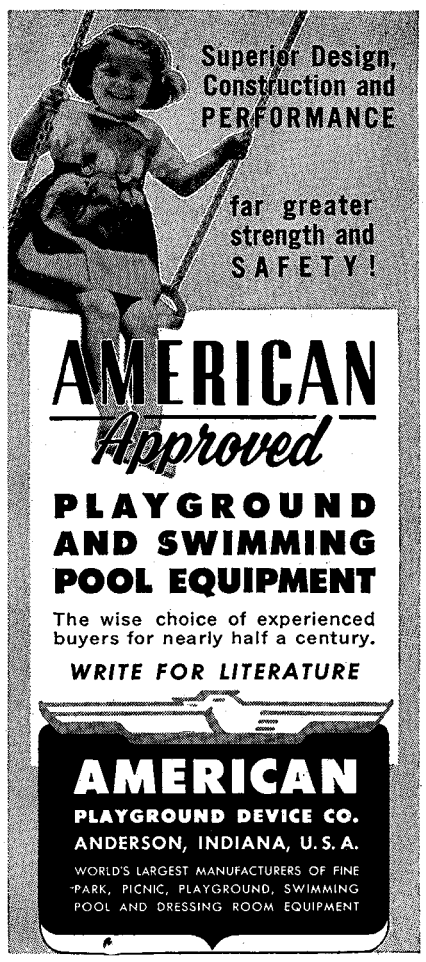
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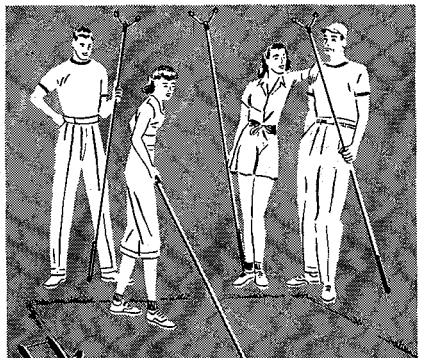
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The Personnel Function

A new AMA publication deals with certain basic questions for personnel executives which are currently in the spotlight: What are his decision making responsibilities? Can personnel work be scientific? Is there a practical philosophy for personnel administration.

In addition, this progress report reviews recent data on compensation, appraisal, labor-management relations, "problem" employees and related subjects in the light of actual company experience. Price: $3.75 or $2.50 to AMA members.

Management Report 24, American Management Assn., Dept. B1, 1515 Broadway, New York 36, N. Y.

Social Games

The second edition of SOCIAL GAMES FOR RECREATION will be welcomed by recreation directors, camp counselors and club leaders, many of whom have used the original version for their game programs since 1935.

Extensively revised and reorganized, the book contains about 700 games for young people and adults to play in a social setting. Price $5.50, 348 pages.

The Ronald Press Co., 15 E. 26th St., New York 10, N. Y.

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New floodlight catalog, now available from Crouse-Hinds, provides adequate descriptive and ordering information in clearly presented form.

In 14 divided sections covering 184 pages, the catalog includes information on how to select floodlights, suggestions on installation, special lighting fixtures and underwater floodlights.

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Crouse-Hinds Company, Syracuse 1, N. Y. (Floodlight Catalog 320)

New Rawlings Catalog

Rawlings' new 80-page, 1959 Spring and Summer catalog features a special boys' eight page insert to meet the greatly increased demand for boys' athletic equipment.

Also included are Rawlings complete lines of baseball uniforms, track, Herculite basketballs, golf and tennis equipment.

Rawlings Sporting Goods Co., 2300 Delmar Blvd., St. Louis 3, Mo.



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what's your RQ?

Look for the first feature in your May issue of RECREATION MANAGEMENT.

What's your recreation quotient? R/M bets that it's tops and will pay you to prove it. If you have found an unusually effective solution for one of the many problems that confront industrial recreation directors, jot it down and send it to RECREATION MANAGEMENT, 203 N. Wabash, Chicago 1, Illinois. If it's published, we'll pay you $10.



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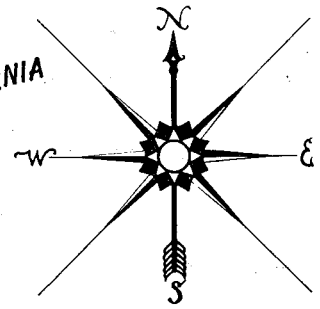
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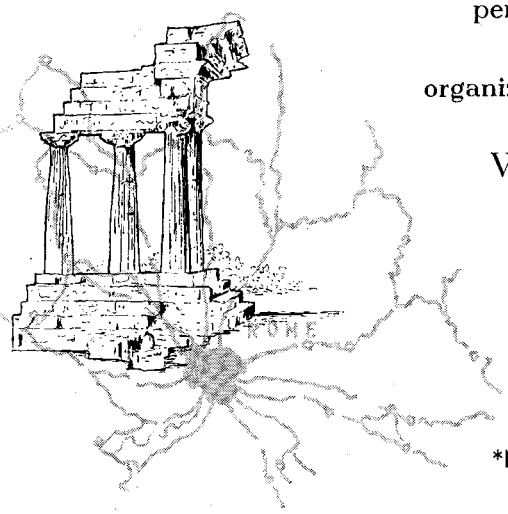
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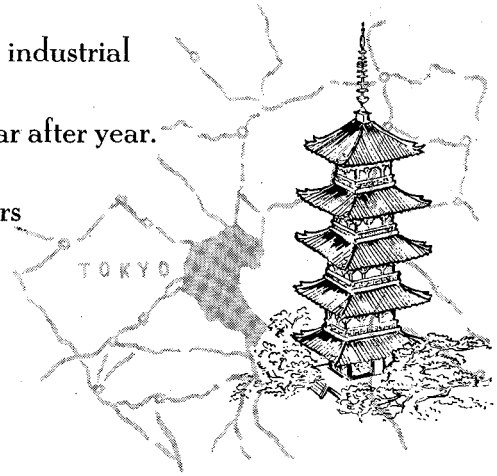
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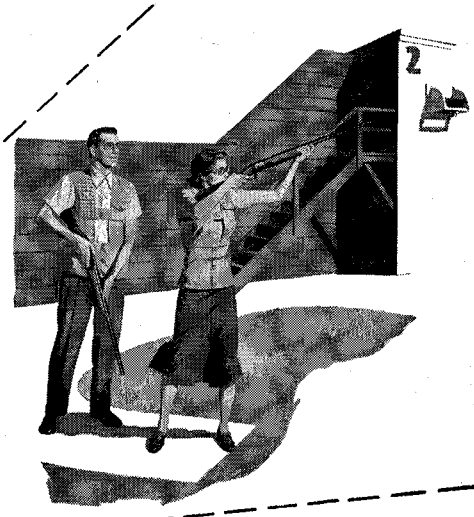


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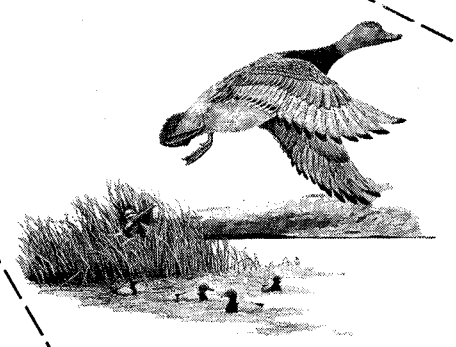
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RECREATION MANAGEMENT

MAY 1959

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY



1959

SPECIAL
Conference Issue
with
Advance Program

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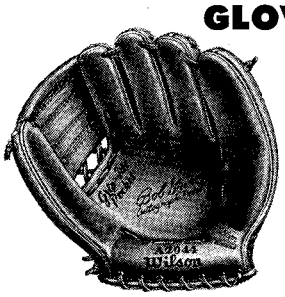
Wilson-Quality in Softball Equipment



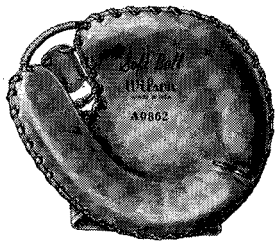
WIDEST SELECTION
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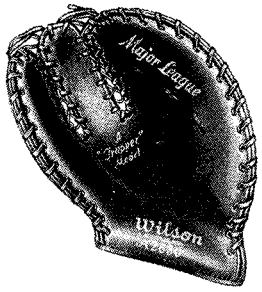
GLOVES AND MITTS



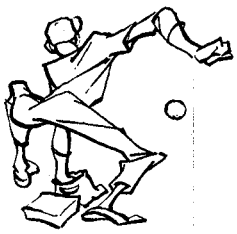
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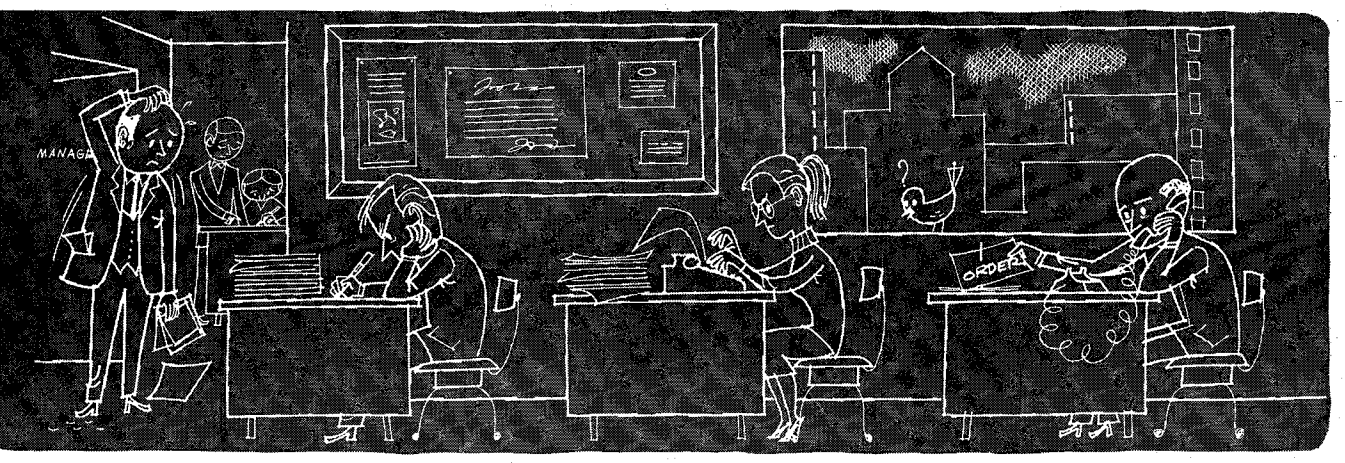


SOFTBALLS

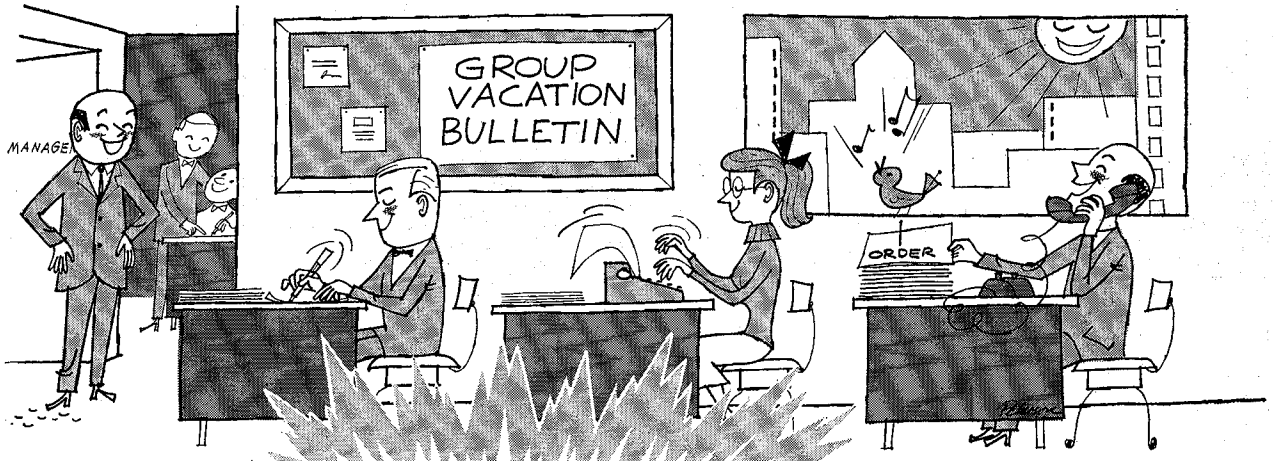
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RECREATION MANAGEMENT

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUST

MAY 1959 Volume 2, Number 5

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203 N. Wabash Ave., Chicago 1, Ill. Telephone: ANdover 3-6697

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IN JUNE R/M

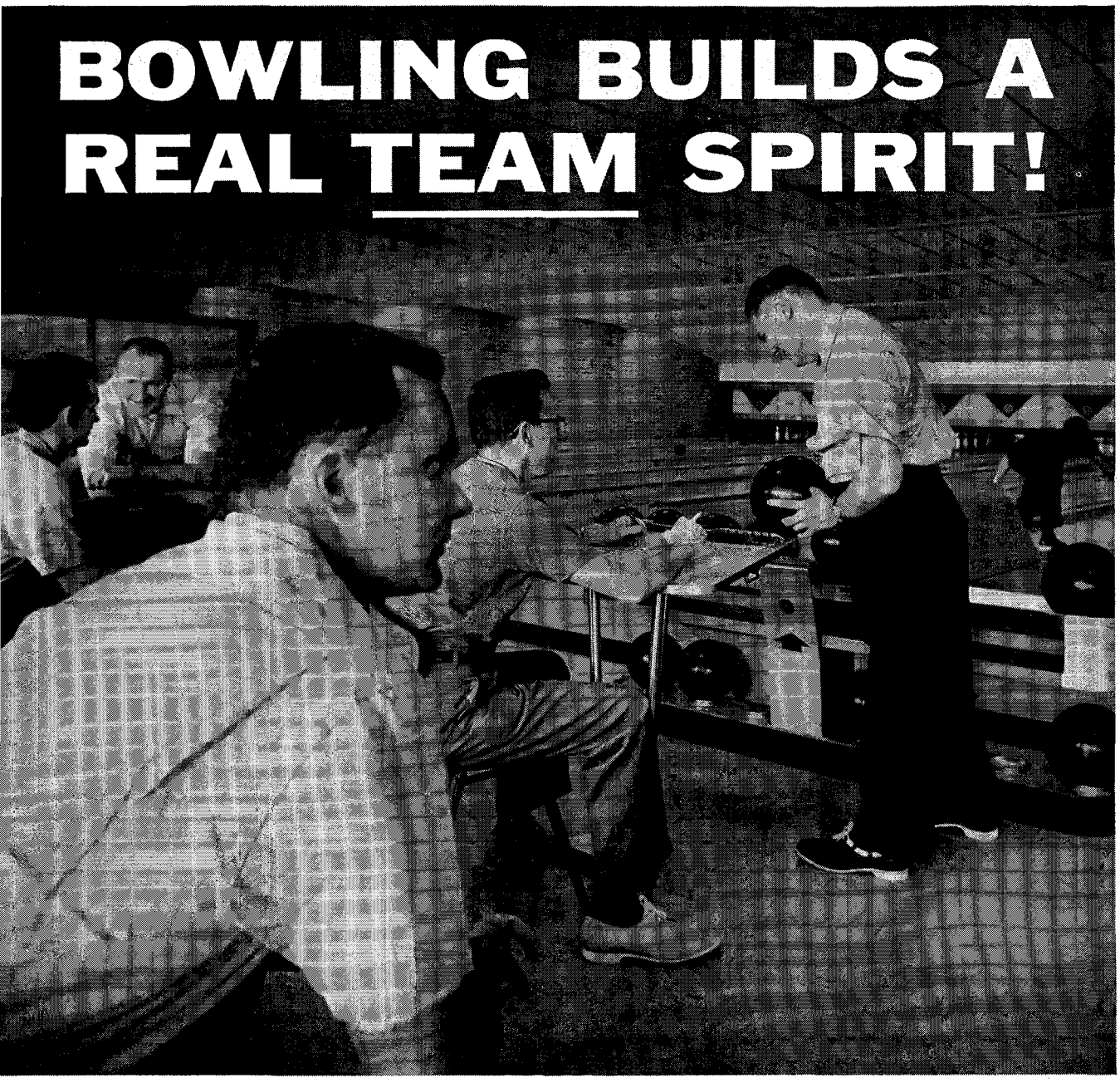
Recreation takes many forms, and at Convair, Fort Worth, **astronomy** has made a big hit. Here's a complete outline of how the program works. Other features will include the "how-to" of **fishing tournaments** and Kaiser's **new park** in Ravenswood, W. Va.

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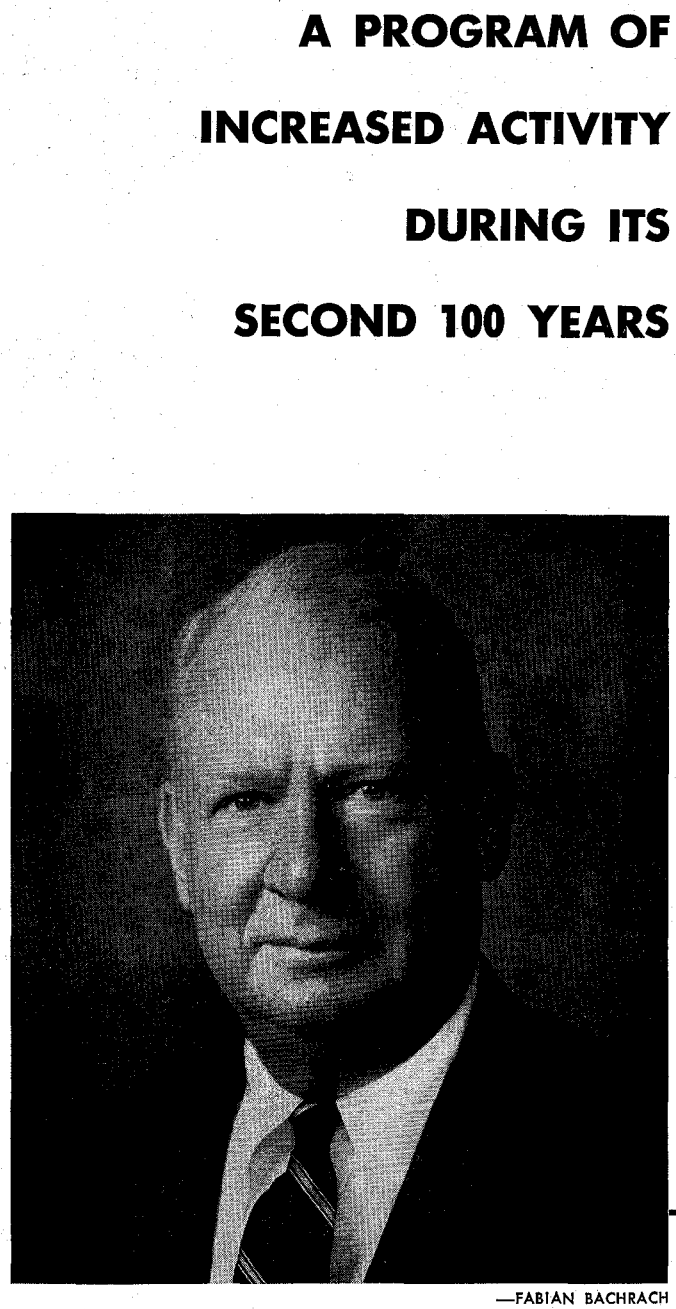
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—FABIAN BACHRACH

Historically, recreational activities have been a part o the Equitable's way of life for nearly one hundred years We have maintained our conviction that such activities ar an important part of our personnel program, and we hav tried to keep pace with changing times and tastes.

As far back as 1866, an Equitable baseball team mad its debut in the New York area. In 1914, minstrel show by Equitable employees were popular. During the 1930's employee activities flourished. In 1931, the first men' inter-departmental basketball league was formed, followe shortly thereafter by a girls' inter-departmental basketbal league. In 1934, there was an active rifle and revolver club a girls' swimming team; a horse-back riding club; a fife drum and bugle corps; and an orchestra, in addition to th basketball leagues and baseball team. In 1935, Equitabl employees formed their first men's bowling league, followe two years later by the formation of a women's bowlin league.

We want employees to participate to the maximum exten in the management of their activities and to have a sig nificant degree of responsibility and authority in runnin them. The burden of this responsibility is shared by man employees. We have preferred to have each of our 23 dif ferent activities organized separately, with all of them co ordinated through the Activities and Services Division o our Personnel Department, which assists in organizing an promoting the several activities. In general, we believe it i desirable for employee participants to share the cost of th activity with the Society.

We have attempted quite consciously to gear our activi ties to meet varied employee interests. During the past fe years, "professional" type athletes have diminished in im portance, and intramural sports have been heavily empha sized. We are now planning to pay more attention to activi ties for our large group of female employees and for olde employees, and have been experimenting with classes i dancing and interior decorating. These experiments hav been so successful that we plan to try sewing, cooking an charm courses. We are also contemplating hobby groups which would have definite appeal to our older servic people and would have a significant value to the employee after retirement.

In general, we believe our program has been well re ceived by our people and that it supplies a constructive an important influence on our employee relations.

James F. Oates, Jr

President and Chairman of the Boar

Equitable Life Assurance Society of the United State

Rice Institute and flooring manufacturer agree...

"a floor we're both proud of"

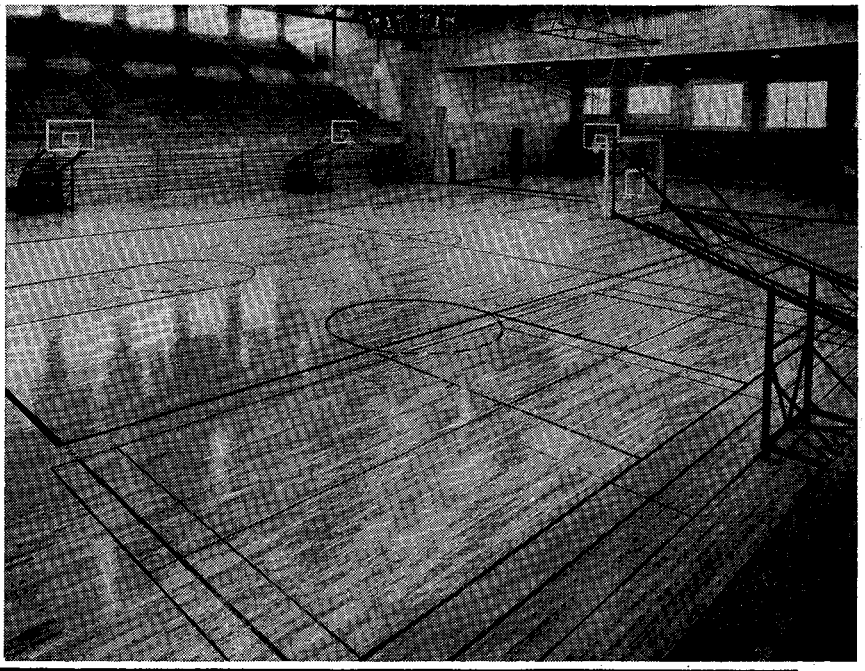
here's the formula for one of the Southwest's outstanding gyms.

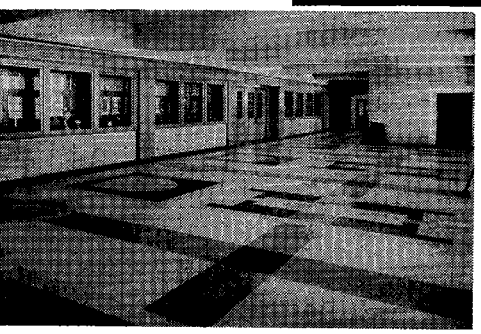
NORTHERN MAPLE

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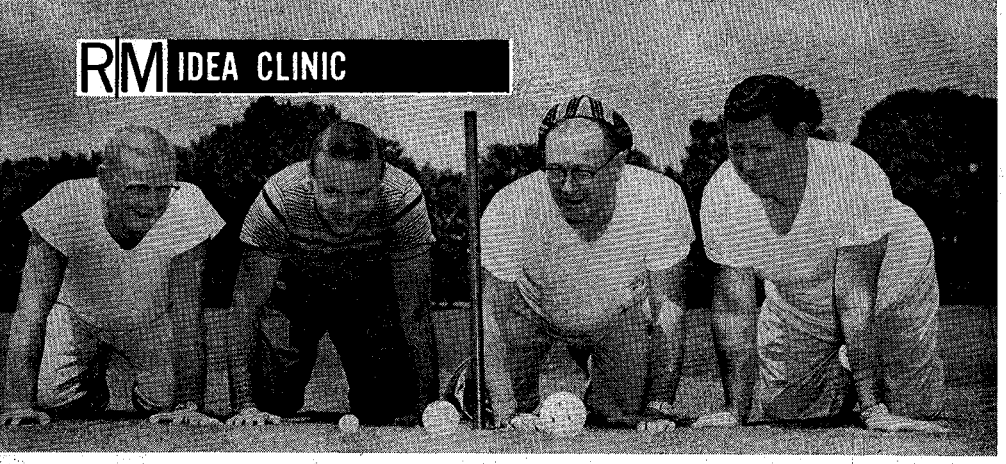
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Photos b
Shillito's Department Stor

GOOF DAY, instead of golf day may be more appropriate name, but either wa it was a lot of fun for employees o Shillito's Department Store, Cincinnat Ohio, as the photos on these pages ind cate. The befuddled foursome at lef suspects some dirty work as they ponde over which ball belongs to which golfe

KEEP 'EM SWINGING

BLIND PARTNER EVENT	May be almost any event or a non-interfering added feature of the day. After players have left the first tee, the committee makes pairings by lot. A golfer does not know his partner until the round is over.
DROP-OUT EVENT	Winner is the player who can play the most holes in succession without losing to par. Best played in conjunction with another event so all players will still have something to shoot for after they drop-out. In case of tie, lowest net score decides winner.
36-HOLE SELECTION	36 holes, stroke play. From his two cards, each player selects his best score on each hole, then applies his handicap. Best 18-hole score wins.
SPLASH CONTEST	No entry fee necessary, but players must contribute one new ball for every time they play into a water hazard. A player entering but failing to turn in his score is charged 3 balls on suspicion. Award balls to 3 low net players on a 60-30-10 split.
SYNDICATE TOURNEY	Played with full handicap. Golfers post their scores, then put a ring around their score on each hole where they are entitled to a stroke by their handicap. This aids the committee, who looks over the scores of the entire field and picks the man whose net score is lowest for the first hole. If no one has tied him, he wins the hole from the entire field and collects 1/18th of the prize money. If two or more players tie for low on the first hole, the committee examines the second hole, and so on, until a hole is reached where one player has a clean net win. Tied hole prize money is carried forward to the next win hole. Suggested entry: 5¢ per hole (90¢). On 18th hole, if no syndicate is won, tying low players split whatever entry money remains.
CRIERS' TOURNEY	May be any straight match or medal event, but each player gets to pick out his two (or three) worst holes and revert his score on them back to par.
AVERAGE SCORE	Stroke play. Partners average their gross scores for each hole and deduct half their combined handicap from their 18 hole total. Half strokes count.
THROW-OUT TOURNEY	Stroke play, full handicap. Each player may throw out his three worst holes, i.e., only 15 holes are counted.

Schedule these special golf events and watch interest build up all season long

By August, golfers, like the putting greens, may be little frazzled around the edges.

The greens are somebody else's problem, but you ca keep your company golfers in Springtime condition an month of the year by providing added interest—a new cha lenge—something different.

Here are 18 ideas that might turn the trick for you an keep your leagues going strong right up to the finis Working several of them into your golf calendar will creat widespread appeal and sporting challenge to fanatics an duffers alike.

Those special events listed on the left may be held i conjunction with regular league play as an added attra tion. Those listed at the right are special one-day events i themselves.

Many of these items were taken from the more complet listing published in the booklet "Golf Events," availabl from the National Golf Foundation, 407 S. Dearborn, Ch



FRIENDLY ARCHER shows how to get plenty of distance o the ball. Last year, the Garrett Corp. Archery Club actual challenged company golfers to a match.

ago 5, Ill. for 50¢ a copy.

While not as commonly played as the old fixtures; such s sweepstakes, match-play against par or blind bogeys; the vents listed here have been proved successful by golf clubs nd industrial leagues. The fact that they are not as com-on is a strong talking point, since many golfers have lost nterest in the old standby events.

Put your own imagination to work while going over this st. All of these suggestions can be modified to suit your ourse, your players and the time available. The important oint is to provide an interesting and varied calendar of olf activities.

In addition to one-day events, here are several methods hich can be used all season long to sustain interest:

inger Competition. Usually conducted over the entire eason, but may be held over several days of play. Whenver a player scores a hole in less strokes than previously nat season, he circles that particular hole on his scorecard nd turns the card in after his round. The committee notes is score for this hole on the chart especially designed for ne purpose. If later, the player still further improves his core for this hole, the previous score is erased and the new ne entered. By season end, most players have amassed an 8-hole total well below par. Usually, only scores shot in egular league play count toward a ringer score, and these ust be shot on the same golf course.

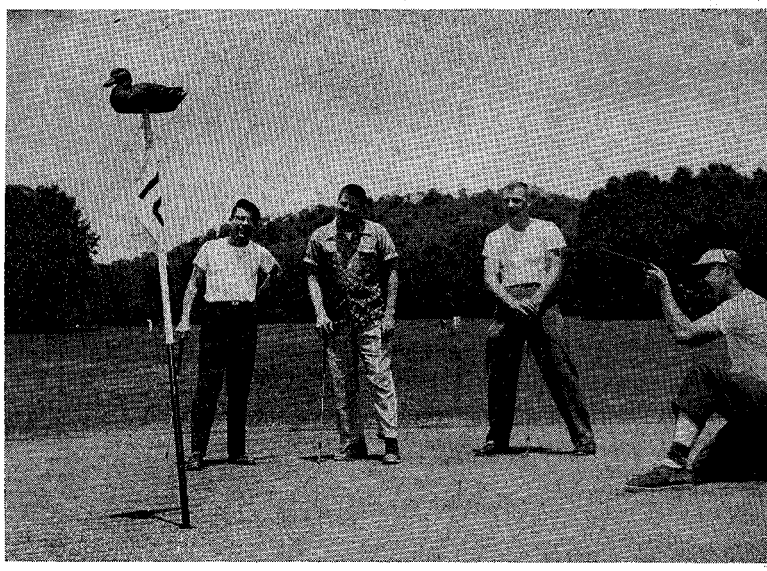
adder Tournament. Can be held in conjunction with egular league play. All players are listed in order in one olumn (ladder) on a chart or board. (Players usually raw for original positions on the list.) A player challenges ther of the two players above him on the ladder. All natches must be played at the time agreed upon when the nallenge is issued, and if one player defaults, he loses his lace on the ladder. If the challenger wins the match, he nanges places on the ladder with his opponent.

yramid Tournament. Resembles the ladder type tourament, but provides more opportunity for participation nd challenges. Names of all golfers are listed in a pyramial figure, and a golfer may challenge any other player in ne same horizontal row. If he wins, he is then qualified to nallenge any golfer in the row above, and the two change laces on the pyramid.

MONKEY FOURSOME	Each member of the foursome carries a single club, generally, a wood, a mid-iron, a mashie and a putter. One ball is played. Each member of the foursome, in rotation, plays the ball from wherever it happens to lie and with whatever club he has chosen to carry. Thus a player may be forced to putt with a mashie or drive with a putter.
MONKEY FOURSOME CAPTAIN'S CHOICE	Played as above, except each foursome elects a captain who selects the player to make each shot as the strategy of the hole dictates.
INCH OR STRING CONTEST	Event is played without handicap, but each player is allowed a specified number of inches according to his handicap as follows: players with handicaps up to 8 get 10 inches, between 9 and 15 get 25 inches, over 15 get 50 inches. These inches may be used by a player to call a close-missed putt sunk, or to shift the ball from a bad lie, etc. Low stroke score wins. Pieces of string of the specified length are given to players at the first tee. Knots show how much string has been used.
NEVER-WAS OR CONSOLATION	May be any type of event, but open only to those players who have not won an event during the season. Previous runners-up or prize winners may also be declared ineligible.
TOMBSTONE OR FLAG EVENT	Each player is given a small marker, such as a flag, and continues to play until he has taken as many shots as the par of the course plus his handicap. The player leaves his marker wherever his ball lies after his final stroke. Contestant going the farthest around the course is the winner. Some players will pass the 18th green with shots to spare, in which case they start out from the first tee until their shot allowance is used up.
KICKERS' TOURNEY	Contestants are allowed to replay one shot on each hole, putts excepted, but must take the result of the replayed shot.
ONE-CLUB EVENT	Players carry only one club, such as a mid-iron or mashie, which they must use for all shots. Club to be used may be specified, or the player's choice. Low net wins.



HE BEST WAY to get power behind his golf swing is demonrated by the Shillito employee on the right, while the others ve their putters ready to concede the point.



THE SURE WAY to shoot a birdie is the subject of our last golf lesson. This makes breaking par as easy as shooting a sitting duck.



TEAM CHAMPIONS, Auto Specialties Co., line up with the Briggs Trophy: (l-r) Len Heyn, Bob Winters, Bernie Westerkamp, Don Geresy and Chuck Raukauski. AUSCO topped the 44 team field with an 8696 nine game total.



HIGH scorers for nine games were (l-r) George Jelinek, Eaton; Joh Joseph, B.F.G.; Vic Pallitto, Firestone

AUSCO TAKES BOWLING CROWN

Followed by Firestone and B. F. Goodrich in Whirlpool sponsored 12th annual national industrial tourney

The 12th installment of the National Industrial Bowling Tournament in St. Joseph, Mich., March 21-22, was strictly a home-town affair as Auto Specialties Co. (AUSCO) won the meet sponsored by their next-door neighbors, the Whirlpool Corp.

Displaying remarkable consistency in each of their three game sets, AUSCO put together scores of 2882-2870-2944 for a nine game total of 8696, a bare 117 pin lead over runner-up Firestone Tire & Rubber Co. of Akron, Ohio.

Individual honors for high nine game series went to tall, lean George Jelinek of the Truck Axle Division, Eaton Mfg. Co., Cleveland, Ohio.

Jelinek, who finished his 1868 series during the morning round spent a tense afternoon watching his closest competitors, John Joseph, Goodrich, and Vic Palitto of Firestone try to overtake his lead.

When both fell short, rolling 1862 and 1854 respectively, Jelinek claimed the Whirlpool combination washer-dryer, put up as an additional prize by the tournament's sponsor.

A closer look at the high scoring threesome makes an interesting study of industrial bowling and provides a fine testimonial to the tournament's contribution to recreation.

All three have long service records with their respective employers. Jelinek, a quality control checker, has been with Eaton for 18 years; Joseph, a rubber worker, has been employed by Goodrich for the same period of time; and Palitto, a tire assemblyman, has been with Firestone since 1935.

All three bowl in their companies' leagues and have made regular appearances in the NIBT in the past.

Similarly, members of AUSCO's championship squad furnish additional proof that youth is hardly an essential of bowling proficiency. With its oldest member a young 49, the team's ave age age is 39 years.

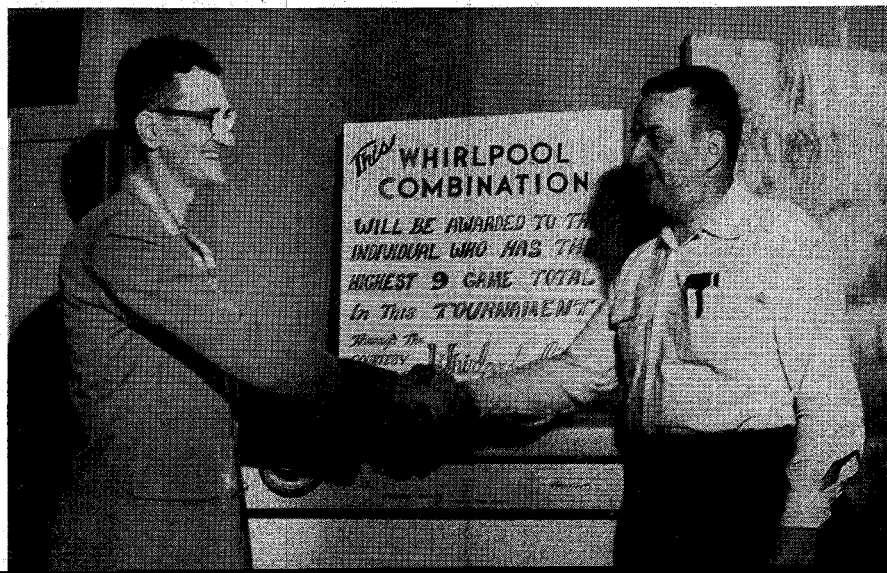
In fact, the only man in his twenti to break into the winners' circle w Bob Morrill of Budd Mfg. Co., Gar Ind.

Morrill launched the tournament i a rush of excitement, rolling 11 co secutive strikes in his first game. Mis ing on his 12th ball, Morrill happi settled for a 289 which proved to h high individual game in the tourn ment. His three game series of 708 w also the best in the meet.

With Budd for eight years as metal finisher, Morrill started bowlin six years ago in the company leagu His NIBT performance was the be

continued on page

TO THE VICTOR goes the Whirlpool combination washer dryer. Steve Wende ken (l), tournament manager makes the presentation to George Jelinek, Eato Mfg. Co., who posted the highest individual nine-game score.



Bowling with friends tonight?

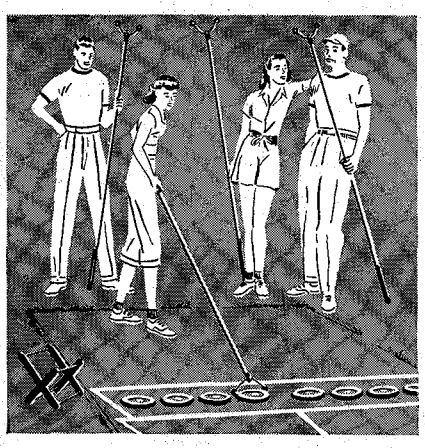
Pepsi is part of the fun

Whether you score high or low, it all adds up to a relaxing, sociable evening. So play away—and between times, have a Pepsi. It's the refreshment that today's trim, active moderns prefer. Light and refreshing, Pepsi has more people asking for it every day. Be sociable wherever you go—enjoy a Pepsi.



Be sociable, have a Pepsi-Cola

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continued from page 10

he has ever turned in.

A highlight of the weekend was a two-game exhibition rolled by Carmen Salvino, member of the AMF promotion staff, and Don Geresy of Auto Specialties. The lanes were jammed with St. Joe fans rooting for their hometown boy to win. Geresy almost turned the trick, edging Salvino in the first game, 218-215, but faltering in the second, 220-146.

Originated in 1948, the NIBT is sponsored by a different company each year. This year's host, the Whirlpool Corp., deserves congratulations on a smooth-running, well-organized meet. A total of 220 bowlers representing 44 teams rolled 1,980 games in the two-day event without a hitch.

Whirlpool's Steve Wendelken served as tournament manager with Dick Toman as secretary.

Next year the event will be staged in Canton, Ohio, with The Timken Roller Bearing Co. serving as tournament sponsors.

Final results of the 12th annual National Industrial Bowling Tournament are as follows:

Team: nine game total

Auto Specialties Co. #1	8696
B. F. Goodrich Co. #1	8511
Firestone Tire & Rubber Co. #1	8579
Ford Engineering & Foundry	8429
Eaton Manufacturing Co.	8391
Studebaker Lark #2	8387
Lyon, Inc. #1	8344
The Budd Co.	8343
Whirlpool Corp. #2	8330
Whirlpool Corp. #1	8327

Team: three game series

B. F. Goodrich Co. #1	3002
Auto Specialties Co. #1	2944
Lyon, Inc. #1	2931

Team: single game

Firestone Tire & Rubber Co. #1	1067
Eaton Manufacturing Co.	1059
Studebaker Lark #2	1053

Individual: nine game total

G. Jelinek, Eaton Mfg. Co.	1868
J. Joseph, B. F. Goodrich #1	1862
V. Palitto, Firestone #1	1854

Individual: three game series

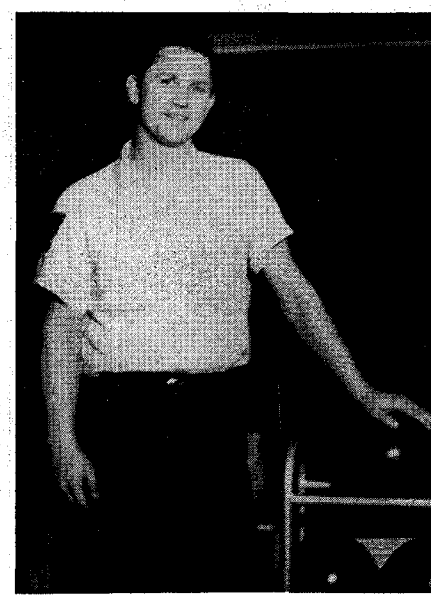
R. Morrill, Budd Co.	708
R. Mowery, Goodyear Tire	703
G. Jelinek, Eaton Mfg. Co.	695

Individual: single game

R. Morrill, Budd Co.	289
J. Shively, Columbia Southern	278
I. Mellenthin, Whirlpool (LaPorte)	265

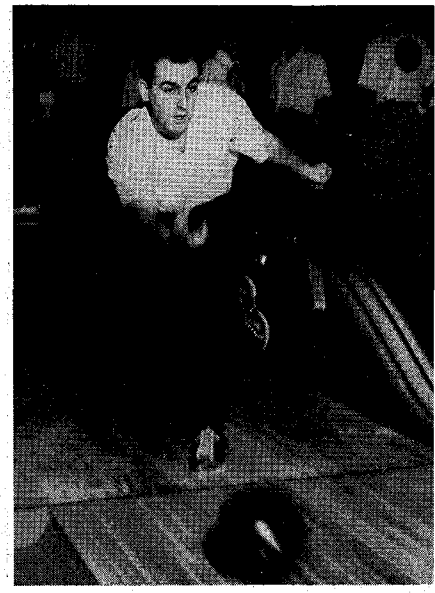
Other team totals

Whirlpool Corp. (LaPorte)	8244
Ford Motor (Tractor Plant)	8230
Goodyear Aircraft	8224
Motorola, Inc.	8220
Firestone Tire & Rubber Co. #2	8196
Ford Engineering Staff	8153
Goodfellow Club (U. S. Steel)	8109
Goodyear Tire & Rubber Co.	7992



INDIVIDUAL single and three gam winner was Bob Morrill, Budd, wh rolled a 289 and a 708 series.

Industrial Rubber Co.	795
Columbia Southern Chemical Corp. #1	791
Columbia Southern Chemical Corp. #2	788
Leco Plating Co.	783
Woodall Industries	781
Whirlpool Corp. #3	781
Auto Specialties Co. #2	778
Whirlpool Corp. (Clyde)	768
Columbus Coated Fabrics Corp. #1	767
Whirlpool Corp. (Marion #2)	764
Whirlpool Corp. (Marion #1)	762
Studebaker Lark #1	760
Peerless Tool Service	760
Whirlpool Corp. (Hamilton)	759
Gary Sheet and Tin	758
Columbus Coated Fabrics Corp. #2	755
Fruit Belt Motors #1	750
Lyon, Inc. #2	747
Heath Company	732
Illinois Paint Company	730
Auburn Heights Manufacturing Co.	725
Whirlpool Corp. (Evansville #1)	719
Columbus Bolt and Forging Company	712
Whirlpool Corp. (Marion #3)	710
Whirlpool Corp. (Evansville #2)	696
Fruit Belt Motors #2	592

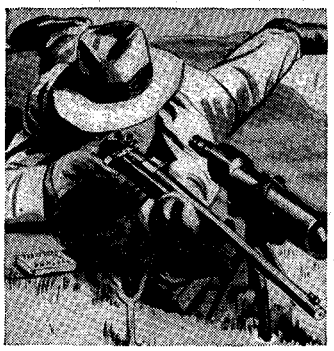


CARMEN SALVINO of the AMF promo tion staff packed the house during hi two-game exhibition with Don Geresy

4 exciting sports in 1



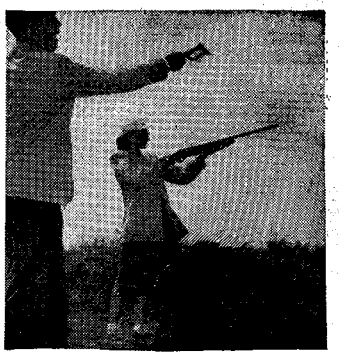
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ELEVEN YEARS IS TOO LONG

After a whirlwind finish, Denver D-C Truckers take NIBL title ending long domination by Phillips 66ers

Everybody knew it couldn't go on forever.

But the Bartlesville Phillips 66ers kept winning. Year after year, 10 in a row, the Oklahomans won the championship of the National Industrial Basketball League.

The 1958-59 season looked like number 11 for the 66ers until the Denver D-C Truckers put on a brilliant midseason display of clutch basketball winning 10 consecutive games to move into first place and take the title.

The climax of their drive was a late-February sweep of two-decisive games with the second place Wichita Vickers, the last, a 110-109 affair in which D-C came from 13 points behind with four minutes to play.

Dick Boushka, Wichita Vickers forward, set two records in winning the NIBL scoring title with 756 points in 30 games, a 25.2 per game average. He edged Burdie Haldorson of Phillips by 33 points, gaining his margin by outscoring the Phillips pivot 41-16 in Wichita's season-ending 142-78 victory over the Oklahomans.

In a record performance at the foul line, Boushka converted 248 of 298 free throw attempts, both new marks. The Vickers' 142 points against Phillips is also a new NIBL high.

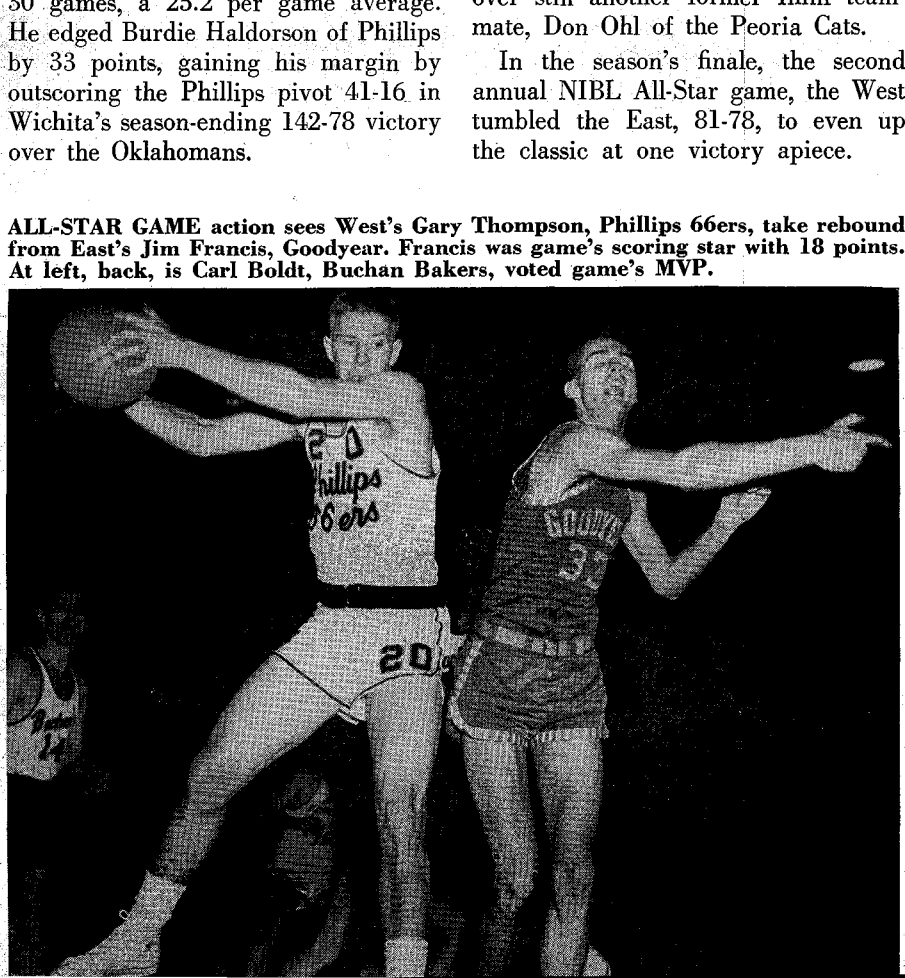
Haldorson, who finished with 723 points for a 24.1 average, was voted the leagues' most valuable player, for the second year in a row. Only other player to be twice selected as MVP was Phillips' Chuck Darling in 1954 and '55.

Center George Bon Salle (6-1, Illinois) of Denver was voted rookie-of-the year by the U. S. Basketball Writers Association. This marks the second consecutive year rookie honors went to a former U. of Illinois star. Harv Schmidt of the Truckers took the award in 1958.

BonSalle won by a one-vote margin over still another former Illini teammate, Don Ohl of the Peoria Cats.

In the season's finale, the second annual NIBL All-Star game, the West tumbled the East, 81-78, to even up the classic at one victory apiece.

ALL-STAR GAME action sees West's Gary Thompson, Phillips 66ers, take rebound from East's Jim Francis, Goodyear. Francis was game's scoring star with 18 points. At left, back, is Carl Boldt, Buchan Bakers, voted game's MVP.





NIBL's best: George Bon Salle (l), Den ver, rookie-of-the-year, and Burdie Ha dorson, Phillips, most valuable playe

In a reversal of form for the high scoring sport, Carl Boldt of the Seattl Buchan Bakers was named outstand ing player for fine defensive work i holding Dick Boushka to six point all free throws.

Ending Phillips' domination was shot-in-the-arm for the NIBL. An prospects for 1959-60 season are eve brighter.

Two new teams are definitely in th fold for the new season: the MacDon ald Scots from Lake Charles, La., an the Allen Investors who will probabl play out of San Francisco University new auditorium.

The possibility that the league wi be increased to nine teams will b known later this month when th Sweeney Pipers of Cleveland are ex pected to announce their decision t join. With an eight or nine team set-up the league will be split into two div sions. Teams will continue to play round-robin schedule, but the divisio champs will battle each other season's end for the league title.

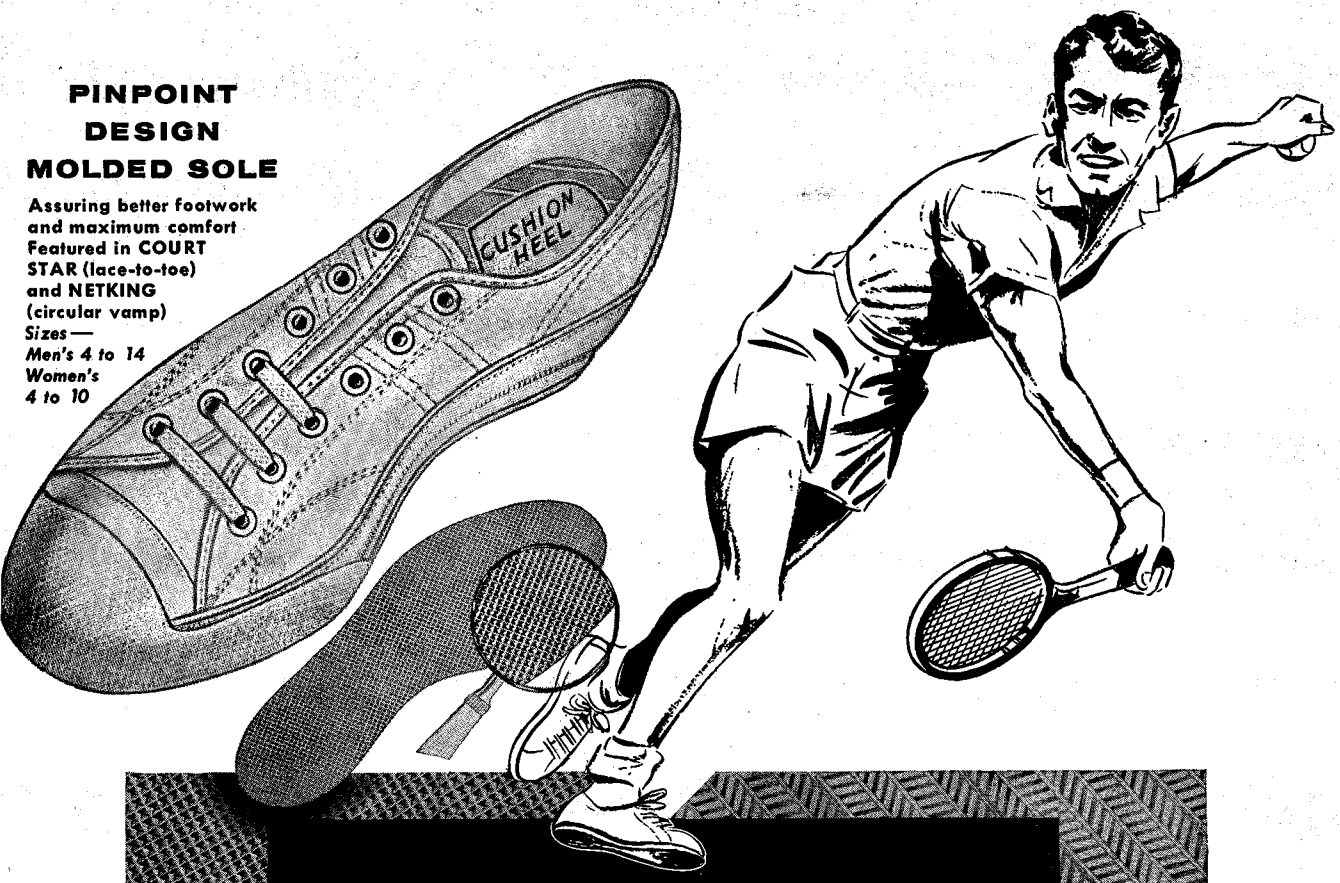
SEASON'S WRAP-UP

Final Standings	W	L	PCT.	G
Denver Truckers	21	9	.700	–
Wichita Vickers	19	11	.633	
Bartlesville Phillips	15	15	.500	
Akron Goodyear	13	17	.433	
Peoria Cats	12	18	.400	
Seattle Buchan Bakers	10	20	.333	1

Leading Scorers	G	TP	Avg
Boushka, Vickers	30	756	25.
Haldorson, Phillips	30	723	24.
BonSalle, Truckers	30	628	20.
Swyers, Goodyear	26	518	19.
Swartz, Vickers	30	582	19.

PINPOINT DESIGN MOLDED SOLE

Assuring better footwork and maximum comfort Featured in COURT STAR (lace-to-toe) and NETKING (circular vamp)
Sizes — Men's 4 to 14 Women's 4 to 10



POSITIVE TRACTION

on every kind of court!

When you select the Converse tennis shoe best suited for your needs — COURT STAR, NETKING or SLIPNOT — you will find the reason why, among professionals and amateurs alike, the big and growing preference is CONVERSE.

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SLIPNOT Oxford in lace-to-toe and circular vamp models . . . a great shoe made perfect by a slip-proof outsole.
Sizes — Men's 4 to 14, Women's 4 to 9

Mainliner's Problem

When the Mainliner Club of United Airlines, San Francisco, purchased 244 acres of raw, rough ranch land in the Santa Cruz Mountains early in 1958, they estimated that the property would not be ready for any activity as large as the annual picnic for at least three to five years.

However, because of a severe shortage of appropriate places to hold their annual outing, the Mainliner Club has launched a rush program to ready the area in time for the 1959 event, several years ahead of schedule.

In February, the Board of Governors authorized money for bulldozing and grading to provide parking lots and playground areas.

Then a call went out to club members to form work parties to clear out the underbrush so picnic tables could be installed.

This was a fine idea, but somehow members seemed hesitant. A widely circulated rumor, said to be untrue, held that the place abounded in poison oak.

Big Year in San Diego

Summing up the year's activity at their annual installation dinner, the San Diego Industrial Recreation Council reported that 20,598 participants and 69,076 spectators took part in the 23 activities sponsored by the council in 1958.

Speaking at the dinner in behalf of recreation in business and industry, D. C. Wilkens, Jr., Manager of Industrial Relations for Convair, San Diego, lauded the council for its highly active and widely divergent program.

"In our highly complex present day industry, recreation for employees and their families is a very important part of any industrial relations structure," said Wilkens. "It takes happy hands and well adjusted individuals to make an enthusiastic working force. Recreation, properly administered, is a major factor in accomplishing this result."

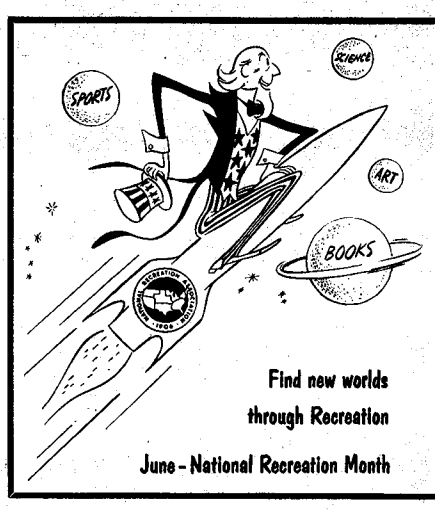
Bill Berry, Narmco Manufacturing, was reinstalled as council president. Other officers seated were Gil Crosthwaite, Convair, vice president; Dwight Hoover, Rohr, second vice president; Ralph Smith, Park and Recreation, executive secretary-treasurer; and Jack Ruckman, Park and Recreation, recording secretary.

National Youth Fitness Week

In proclaiming May 3-9 as National Youth Fitness Week, President Eisenhower urged parents, young people and interested local and national organizations to use all appropriate means to promote programs and activities demonstrating the importance of youth fitness.

Apparently intended to be a week of intense promotional rather than physical exercise, Fitness Week literature advocates much poster posting, slogan writing, free advertising and special meetings.

Designation of National Youth Fitness Week was one of the recommendations of the second annual meeting of the President's Citizens Advisory Committee on the Fitness of American Youth (short-winded, unfit followers call it PCAC) and the President's Council on Youth Fitness.



National Recreation Month

This June, Americans will be urged to "Find New Worlds Through Recreation" during the observance of National Recreation Month.

Sponsors of the program, the National Recreation Association, expect more than 25 million Americans, of all ages to participate, an increase of five million over last year.

The NRA's 1750 affiliates: park and recreation departments, civic and service organizations, youth and church groups; are planning monthlong programs highlighting available facilities and activities.

Third AMA Workshop

For three days, March 30-April 1 ten industrial recreation leaders studied virtually all aspects of "The Company Recreation Program: An Integral Part of a Sound Personnel Program."

The event, held in The Hotel Astor New York City, was the third three-day workshop on industrial recreation sponsored during the past year by the American Management Association.

The seminar was co-chaired by August Cavalloro, Supervisor Employee Programs, Ford Motor Co., and Don L. Neer, Executive Secretary of NIRA.

This Is Recreation

Basically, recreation is doing what you want to do, when you want to do it, at your own pace AND at the price you can afford.



ATTENDING AMA WORKSHOP were (seated, l-r) Bill Denbrock, du Pont; Tom Anthony, North American Companies Assn.; August Cavalloro, Ford; Don Neer, NIRA; Hop Palermo, Welch Grape Juice; (standing) John Tutko, USAF; Don Briggs, ACF; Les Coleman, Aetna; Ed Hooey, IBM.

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You'd expect to pay plenty for a travel treat like this. But now, qualified groups can have it all for as little as $178 or $240 round trip per person depending on the season of the year. Savings of better than $300 are possible. Why not get all the facts? Just mail the coupon.

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Name_____ Title_____

Name of group_____

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City_____ Zone____ State_____

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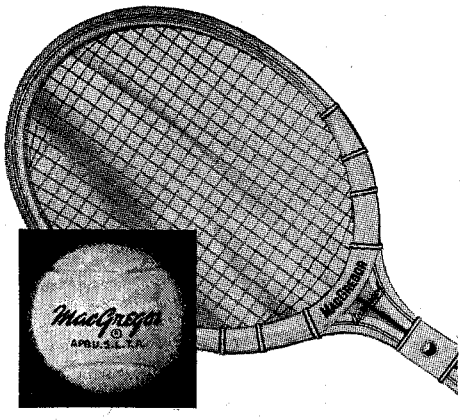
KLM

ROYAL DUTCH AIRLINES

Visit KLM Hospitality Suite May 25-26-27, Bellevue-Stratford Hotel, and see the KLM Exhibit, Booth 52.

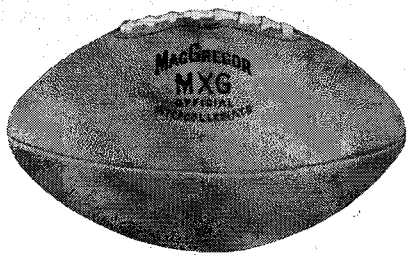


"The Choice of Those Who Play The Game"

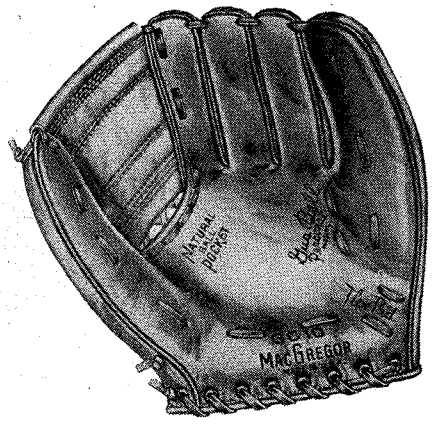








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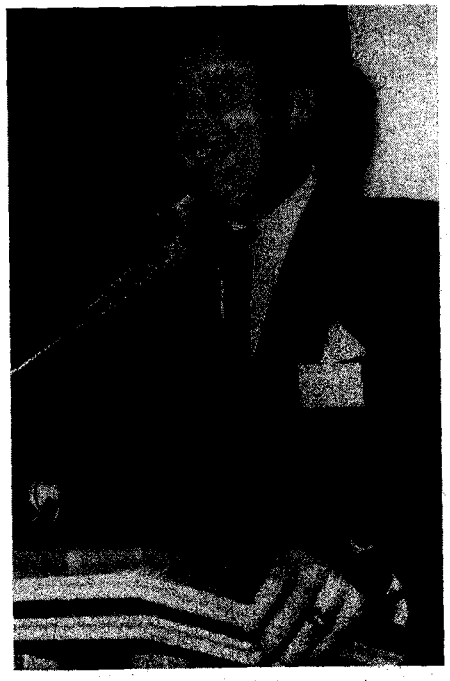
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CONGRATULATIONS

NIRA President Croft completes a remarkable term of Association growth and development



A FINE SPEAKER with a keen sense of humor, Croft made many public appearances throughout the country.

Although Tom Croft calls this "the greatest year of my life," the same could apply to the National Industrial Recreation Association.

When Croft turns over his gavel to the new president later this month, NIRA will conclude one of the most significant years in its history.

The success of the Croft administration could have been predicted last May when the tall Texan was elected to NIRA's highest post.

As Chief of Employee Service at Convair in Fort Worth, Croft supervises one of the nation's most extensive industrial recreation programs. Consequently, his familiarity with virtually every type of activity was a tremendous asset.

A practicing lawyer before he joined Convair in 1950, Croft is a polished speaker and chaired board meetings with grace and finesse.

Upon taking office, Tom followed the advice of his capable predecessor, Ken Klingler, and attended every NIRA function as was possible. In all, Croft traveled some 16,000 miles to take part in industrial recreation workshops in New York, Chicago, Atlanta, Milwaukee, Dallas and Santa Monica.

In addition, he was on hand at the first NIRA Fish-A-Rama in Paris, Tenn., spoke at the Athletic Institute's board meeting and officiated at the NIRA Travel Council meeting in Miami Beach, Fla.

As Croft distinguished himself and the Association, so too were the major accomplishments of his administration designed to give greater recognition to industrial recreation as a whole.

Long in search of a suitable awards program, the need was fulfilled this year by the Helms Athletic Foundation which will make an annual award to the company making the most outstanding contribution to industrial recreation. (See page 30.)

In addition, the first Fish-A-Rama and first postal rifle and pistol contest were conducted to give industrial sportsmen a chance for nation-wide fame.

These events were also planned to provide an added stimulus which would help every recreation director promote increased participation within his company.

Toward this end, the Board of Directors granted approval last November to develop incentive programs in cultural as well as athletic fields.

To expand these and other services, the Association voted to raise membership dues the first time in ten years.

The first official NIRA Travel Council meeting was held to help directors develop travel programs, and, after a period of recession, memberships once again continued their steady climb upward.

These are a few of the highlights during the term of an outstanding president, a great builder.

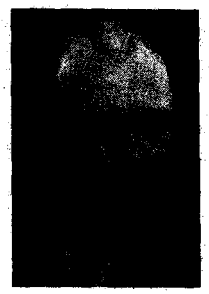


NIRA'S FIRST FAMILY, Neita, Tom and Tom Jr., took in Disneyland while attending the California workshop.



DURING HIS TRAVELS, Tom Croft was able to discuss many problems and ideas. Here he chats with Gene Berce, employee services supervisor, and John Siler, personnel manager, Miller Brewing Co., Milwaukee.

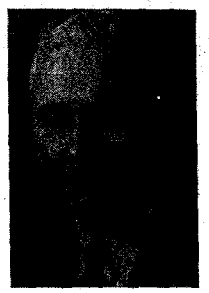
DR. FLOYD R. EASTWOOD Los Angeles State College



1941-44

Instrumental in planning early organizational meetings, was elected as the first president when the Association was formed under the name of Recreation Association for American Industry and incorporated Nov. 21, 1941. Held position as Professor of Physical Education, Purdue U., now Associate Dean of Students, Los Angeles State College. Hired Association's first executive secretary, Raymond Millard late in 1941. Served three terms.

EDWARD B. DEGROOTE Servel, Inc



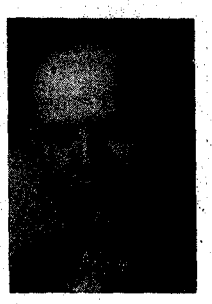
1944-46

(Deceased) Formerly Director of Industrial Recreation at Servel, Inc. During his two-term administration, company memberships tripled from 56 to 169 and the Association's name was changed to Industrial Recreation Association. One of the founders, he served as vice president in 1943-44. Staged third annual conference (first was held in 1942) at which 172 industrial recreation directors were in attendance.

NIRA Past Presidents, 1941-59

Since its incorporation in 1941, the destiny of the National Industrial Recreation Association has been guided by the men whose photos appear on these pages. These men have provided needed leadership in a new and growing field. The outline of their terms in office presents a brief running history of the development of NIRA and of the industrial recreation movement as a whole during the last 18 years.

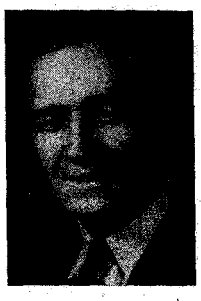
JOHN R. ERNST National Cash Register Co.



1951-52

(Deceased) Formerly Director of Employee Recreation at NCR. Was a charter member of the Board of Directors and had served three terms as a vice president immediately before his election as president. During his administration company membership grew to 270, and it was under his leadership that the Association first launched on a nation-wide scale the present program of one-day workshops on industrial recreation.

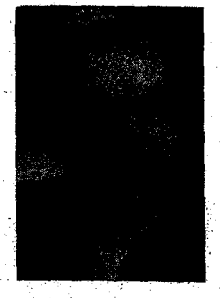
WILLIAM T. PRICHARD General Motors Corporation



1952-53

Heads the Employee Services Section for General Motors, its branches and subsidiaries. Was one of the Association's original founders and served two terms as a vice president and one as director before becoming president. Presently serves NIRA as State Chairman for Michigan and as co-chairman of the committee planning arrangements for the 1960 NIRA Conference and Exhibit slated for Detroit, May 22-25, next year.

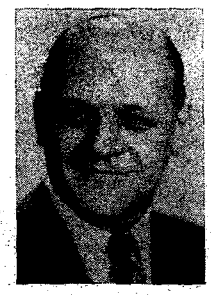
CARL KLANDRUD Allis-Chalmers Manufacturing Co.



1955-56

Supervisor, Personnel Service Section, Allis-Chalmers. Before election as president, had served two terms as vice president, three as a director. Developed Association's present regional organization with two directors elected from each. Initiated President's Bulletin and established NIRA member insurance program. Present executive secretary Don L. Neer was appointed to office during this administration after resignation of John Fulton.

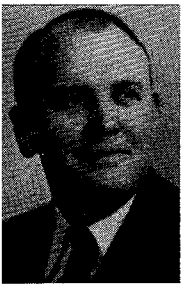
BEN M. KOZMAN Thompson Products, Inc



1956-57

Activities Manager for Thompson Products, Inc. Previously served two terms both as a vice president and as director. During his term of office Canada was established as the eighth NIRA Region. Helped establish NIRA Travel Committee and Travel Council and presently serves as chairman of the former. Company membership (exclusive of branches, etc.) topped the 300 mark during his year as president of the Association.

AMES F. WALSH — **Chrysler Corporation**



1946-47

Presently recreation director of Chrysler Corp. Missile Branch, Detroit. Served as vice president of the Association from 1942 through 1946. Company memberships (excluding branches, divisions, affiliates) rose to 214 during his administration. After resignation of Millard, appointed John W. Fulton as second executive secretary in 1946. Since his term as president, has frequently served on national committees for the Association.

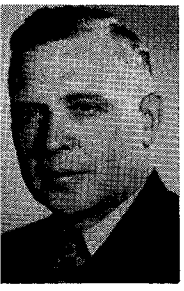
R. C. SKILLMAN — **Champion Paper & Fibre Co.**



1947-48

Presently Director of Public Relations, but was recreation director of Champion Paper & Fibre Co. during his term as president. Served as vice president in 1946-47 and two terms as a director in 1944-46. State Chairmen were appointed for the first time, primarily to promote Association membership. The placement service, heretofore jointly operated with Purdue University was moved to the Association's Chicago office.

C. A. BENSON — **Eastman Kodak Company**



1948-49

Director of Employee Activities for Eastman Kodak. Prior to his election as president, had served the Association either as a vice president or director since 1943. During his year of office, the word National was added to the original name Industrial Recreation Association in keeping with the organization's rapid expansion and to avoid confusion with the many city and county councils being organized throughout the country.

W. H. EDMUND — **Goodyear Tire & Rubber Company**



1949-51

Recreation Director at Goodyear. Was reelected to second term as president in 1950. Had previously served one term as vice president, two terms as a director. Established practice of distributing NIRA literature and aids to members on a regular monthly basis. Helped establish Association's national character by starting tradition of attending California Industrial Recreation Conference. Parliamentarian for last three years.

A. H. SPINNER — **Armstrong Cork Company**



1953-54

Supervisor of Employee Activity at Armstrong Cork. Long active in NIRA, has served four terms as vice president and one as a director. Presently serving as NIRA State Chairman for Pennsylvania and as Conference committee chairman for regional caucuses. During his administration, membership on the NIRA Board of Directors was limited to no more than two representatives from the same company or its subsidiaries and branches.

RALPH M. ISACKSEN — **J. P. Seeburg, Div. of Fort Pitt, Ind.**



1954-55

Assistant Vice President and Director of Personnel for J. P. Seeburg. Prior to term as NIRA president, served five terms as vice president and one as a director. Remains active in local and national recreation projects. During and after his term of office, contributed greatly to the industrial recreation movement with many speeches and public appearances over the nation. Further developed regional workshop program.

KENNETH KLINGLER — **Consolidated Electrodynamics**



1957-58

Assistant Personnel Manager. Active in NIRA from its earliest days, was a vice president twice and a director five times including his present term as Senior Director from Region I. First NIRA president from a company of less than 500 employees. Important milestones during his administration: started publication of RECREATION MANAGEMENT, arranged first Fish-A-Rama for industry and formed NIRA Travel Council.

THOMAS G. CROFT — **Convair, Div. General Dynamics**



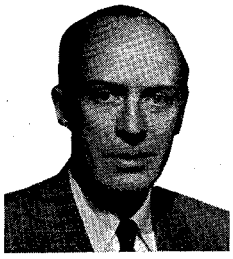
1958-59

Chief, Employee Service, Convair, Fort Worth. Previously served one term each as vice president and director and was co-chairman of the 1958 NIRA Conference and Exhibit. During his term, NIRA sponsorship of additional national industrial tournaments, as well as the Fish-A-Rama was approved, membership dues were raised for the first time in ten years and member services were broadened and expanded. Helms award established.

many prominent speakers



Governor Robert B. Meyner of New Jersey will address NIRA conference delegates during the Past Presidents' Luncheon. The popular governor is a skilled tennis player.



James Q. du Pont, Administrative Assistant, E. I. du Pont de Nemours & Company, will present his "Pattern for Success" during the conference's opening luncheon on Monday.

Robert G. Dunlop, President of the Sun Oil Company, will speak to delegates after the dinner Tuesday evening at the Sun Center recreation building, Marcus Hook, Pa.



Mayor Richardson Dilworth of Phila-delphia will extend his city's official welcome to NIRA conference delegates during the first general session on Monday morning.



CONFERENCE HIGHLIGHTS

Delaware Valley industries plan outstanding four-day program for 18th annual NIRA Conference and Exhibit

From 500 to 600 industrial recreation directors will converge on Philadelphia, Pa., May 24-27, for the only national conference and exhibit on recreation for business and industry.

Upon arrival, they will be welcomed by the hardworking members of the Delaware Valley's NIRA conference committee who have spent a full year preparing this year's outstanding program.

From every angle; program depth and variety, number of delegates and number and quality of exhibits; their efforts will pay off in one of the best national meetings in the 18-year history of the National Industrial Recreation Association.

By conference time, the exhibit hall, totaling 84 booths, the largest in NIRA conference history, should be a sellout.

With the conference staged in the heart of the nation's most concentrated industrial complex, delegate attendance is expected to reach an all-time high.

The program itself will provide an exceptional balance of professional study, entertainment and pertinent speeches by nationally prominent authorities.

For a preview of what's ahead, here's a brief day-by-day rundown of conference activities.

SUNDAY, MAY 24

With the exhibit hall opening at noon in a ceremony conducted by NIRA President Thomas G. Croft, the conference will be officially underway.

The first of four general sessions will follow at 2 p.m., leading off with a performance by an outstanding industrial choral group, the Esso Aires from New York City.

Delegates will be officially welcomed by Croft and Sam Rubenstein, conference co-chairman. Ted Goss, co-chairman and sergeant-at-arms will then introduce keynote speaker, Charles Eckman.

Eckman, presently a scout for the Philadelphia Phillies National League baseball team, played and coached pro basketball for 12 years. Four of those seasons he headed the National Basketball Association's Pistons, both at Fort Wayne and Detroit, winning two Western Division championships and tying for a third.

Delegates will then visit the exhibits where their "lucky cards" will be stamped for future door prize drawings.

Four concurrent panel sessions will wind up Sunday afternoon's activity. Dealing with specific ideas or problems, these panels will be devoted to: Safety in Recreation, Handicraft demonstration, Special Interest Activities and Employee Recreation Associations.

The evening will be highlighted by the popular reception for delegates

wives and exhibitors in the Rose Garden at the Bellevue Stratford Hotel. This year's reception will be hosted by the NIRA Travel Council.

MONDAY, MAY 25

Bright and early Monday morning, Convair, Division of General Dynamics Corp., in recognition of the support and cooperation given Tom Croft during his term as NIRA President, will stage the Keyman's Breakfast for those who signed new members.

Following a tour of the exhibit area, delegates will gather for the second general session, chaired by Ralph Isacksen, NIRA Past-president from The Seeburg Corp., Chicago, Ill.

The official welcome will be extended by Philadelphia's Mayor Richardson Dilworth, whose approach to solving Philadelphia's civic problems may set a precedent for metropolitan areas throughout the U. S.

Robert W. Crawford, Commissioner of Recreation, City of Philadelphia, will then discuss, "How to Achieve Professional Standing."

"The Future of Recreation," will be forecast by Dr. Harold Meyer, Consultant to the North Carolina Recreation Commission and Professor of Sociology at the University of North Carolina in Chapel Hill.

The conference theme, "Recreation is Ageless," will then be enlarged upon by James Crowley, Boxing Commissioner of the State of Philadelphia and one of Notre Dame's famous "four horsemen."

The Welcome Luncheon will feature James Q. du Pont, administrative assistant, E. I. du Pont de Nemours, who will present his "Pattern for Success."

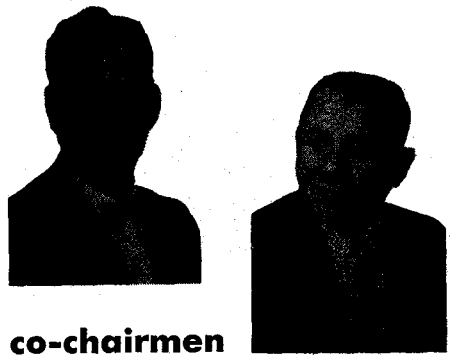
Following luncheon, delegates will visit exhibits and then attend one of five concurrent panels: Common Sense Cost Cutting, NIRA and National Tournaments, Successful Clubs-Case Histories, Preparing the Employee for Retirement and Ideas for Plant-Wide Projects.

Monday evening will be open, but the conference committee has reserved a block of 500 tickets for the Milwaukee Braves-Philadelphia Phillies baseball game for those who may want to attend. At 11 p.m., NIRA members will gather for their respective regional caucuses to line up support for their favorite board nominees.

TUESDAY, MAY 26

The third day will open with a general session featuring Arthur Eggert,

continued on page 24



co-chairmen of conference committee

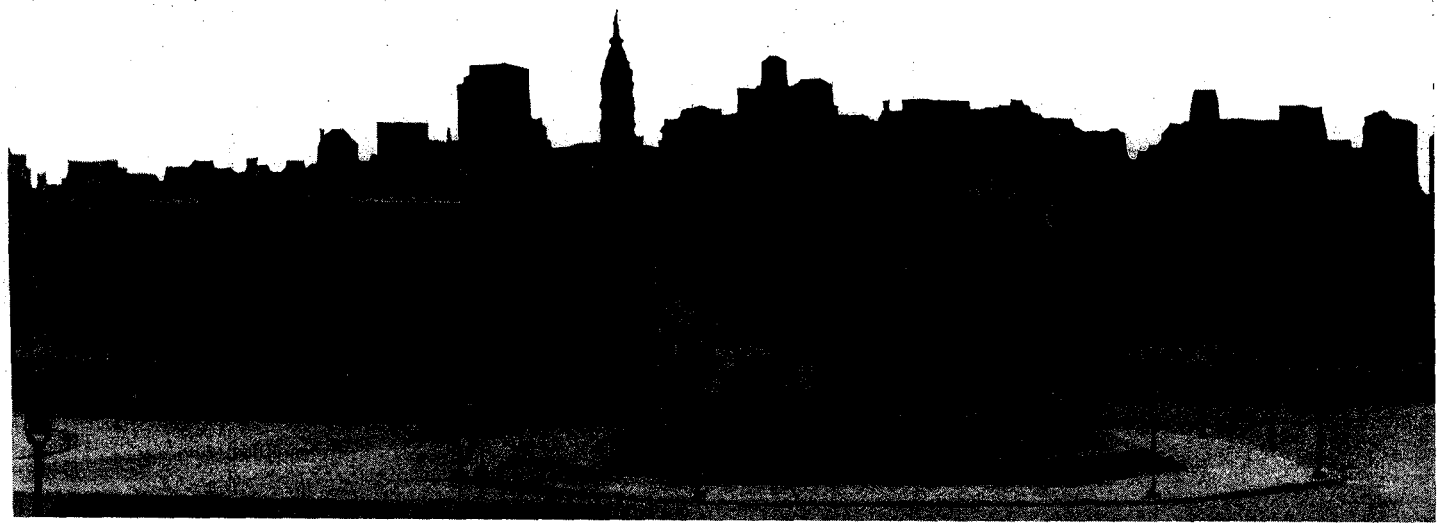
V. T. (Ted) Goss (left) and Sam Rubenstein (right), as co-chairmen of the 1959 NIRA Conference committee, have combined their fine leadership abilities in planning and coordinating all arrangements for this year's meet-Philadelphia. Both have worked long and hard on conference preparations.

Goss is the Coordinator of Recreation for the Radio Corporation of America in Camden, N. J., while Rubenstein serves as Director of the Employees Activities Division of the Philadelphia Electric Company in Philadelphia. Both have worked long and hard on conference preparations.

CONFERENCE COMMITTEE

11 committees develop conference program

Co-chairmen: V. T. Goss, RCA, Camden, N. J., and Sam Rubenstein, Philadelphia Electric Company, Philadelphia.
Program: W. R. Kelk, E. I. du Pont de Nemours & Company, Wilmington, Del.
Assembly Room: Warren McCandless, Philadelphia Electric Company, Philadelphia.
Entertainment: V. T. Goss, RCA, Camden, N. J.
Exhibit Hall: W. C. F. Ziegenfus, Sun Oil Company, Marcus Hook, Pa.
Exhibitors' Representative: J. J. Waldron, Waldron, Inc., Philadelphia, Pa.
Publicity: C. Thomas Bauer, Sun Oil Co., Marcus Hook, Pa.
Ladies' Program: Mrs. Carolyn Doerr and Miss Jean Heher, Bell Telephone Co. of Pennsylvania, Philadelphia, Pa.
Reception: S. W. Miller, Reigel Community Foundation, Inc., Milford, N. J.
Regional Caucuses: A. H. Spinner, Armstrong Cork Company, Lancaster, Pa.
Registration and Souvenirs: Edward Koerwer, Leeds and Northrup, North Wales, Pa.
Tours and Housing: George Talmadge, Talmadge Tours, Inc., Philadelphia, Pa.
Member-at-Large: Alvin Steinberg, Atlantic City, N. J.





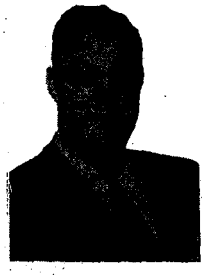
Tennis champs



Charles Eckman



Dr. Harold Meyer



Robert Crawford



FIRST STOP on the boat cruise down the Delaware River on Tuesday will be the beautiful du Pont Country Club, Wilmington, operated for du Pont employees. After touring the facilities, delegates will watch a tennis exhibition.

continued from page 23

Vice President, Public Relations, Minnesota Mining & Mfg. Co. whose interesting subject is "Management Looks at Recreation."

Eggert's presentation will be followed by panels on "Recreation for Office Employees" and "Program Cooperation from Supervision."

At 11 a.m., delegates will board buses for the Riverview Line Wharf Boat Dock where they will embark on one of the most interesting events ever conducted at a NIRA conference.

At noon, a boat will leave the dock, cruising down the Delaware River to Wilmington, where delegates will tour the du Pont Country Club and see a tennis exhibition by Margaret Osborne du Pont and Margaret Varner. Mrs. du Pont is a former Wimbledon doubles champion and national singles champion.

From there, the party will travel to Marcus Hook, Pa., where they will tour the Sun Oil Company's new recreation area and Sun Center. In the evening, delegates will dine in the Sun Center where they will hear an address by R. G. Dunlop, President of Sun Oil. Following an entertainment period, delegates will witness a trap and skeet shooting demonstration under lights. Buses will bring delegates back to the hotel at 11 p.m.

WEDNESDAY, MAY 27

The last day will begin in general session. Group Travel by Industry, will be discussed by J. W. Rosenthal, Chief, Carrier Relations Division of the Civil Aeronautics Board.

This discussion will be followed by "Industrial Golf Courses, Operation and Maintenance," chaired by Rex McMorris, Executive Vice President of the National Golf Foundation.

A panel of industrial recreation experts will conclude the morning's program answering questions from the floor in a special panel entitled, "My Problem Is."

The Honorable Robert B. Meyner, popular Governor of New Jersey, will headline the Past Presidents' luncheon. It is at this time that the new Helms Athletic Foundation award will be presented to the top NIRA company and its recreation director.

Following lunch, delegates will assemble for the annual NIRA business meeting and election of officers. In addition to the new president and four vice presidents, members will elect eight directors, one from each region, to two year terms.

If the designated company representative is unable to attend, a new Bylaws change requires that his proxy must be named in writing submitted to the executive secretary 24 hours before the annual election. The proxy must be employed by the member company for which he is voting.

The stage will then be set for the grand finale, the famous NIRA Inaugural Banquet and Floor Show. This year's floor show will be presented by the Radio Corporation of America.

Throughout the four days, delegates' and exhibitors' wives will take part in the major events of the conference as well as enjoying special activities of their own. The wives' program will feature shopping and sight-seeing tours and a special fashion and glamor demonstration.

ESSO AIRES Choral Group of the Jersey Standard Club, Inc., New York City, will entertain delegates at the opening general session of the conference. William F. Ondrick directs.



SUN CENTER, fabulous new recreation center opened last summer by Sun Oil, in Marcus Hook, Pa., will be visited by Conference delegates during the Tuesday excursion.



While attending the Conference, you will want to see the many interesting sights in

Historic Philadelphia

Recreation directors, most of whom are busily arranging sight-seeing tours for their employee programs, will have a chance to do a little of it themselves while attending the NIRA Conference and Exhibit this month.

In fact, the Delaware Valley Conference Committee has arranged a special tour of Philadelphia as a part of the wives' program.

However, there are enough historic sites of national importance within the city to keep a visitor on the go for several days. And this wouldn't include a trip to Valley Forge Park, about 18 miles from downtown.

In the heart of old Philadelphia, more than elsewhere in the United States, is the greatest concentration of physical reminders of the American Revolution and the establishment of the United States as a free nation.

Familiar to everyone are the three venerable buildings on Independence Square: Independence Hall, Congress Hall, the Supreme Court Building and Carpenters' Hall.

In addition to the three points of interest pictured, here are other popular historic sights you may want to visit:

Independence Hall: originally the State House of Pennsylvania (1732). Here may be seen the Liberty Bell and the Declaration Chamber where the Continental Congress adopted the Declaration of Independence in 1776.

Christ Church: built in 1727. Historic personages who attended include George and Martha Washington, John Adams, Benjamin Franklin, Robert Morris and Lafayette.

U. S. Mint: Philadelphia's is the oldest in the U. S., a natural for the numismatologist.

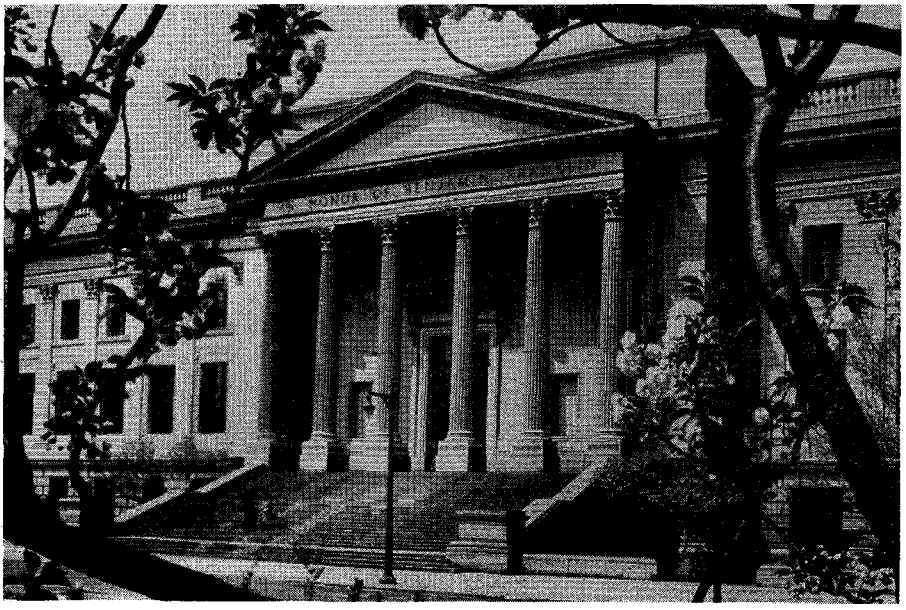
Connie Mack Stadium: home of the Phillies and formerly the Athletics. Tickets to the Phillies, Milwaukee Braves game on the evening of May 25 will be available at the Conference.

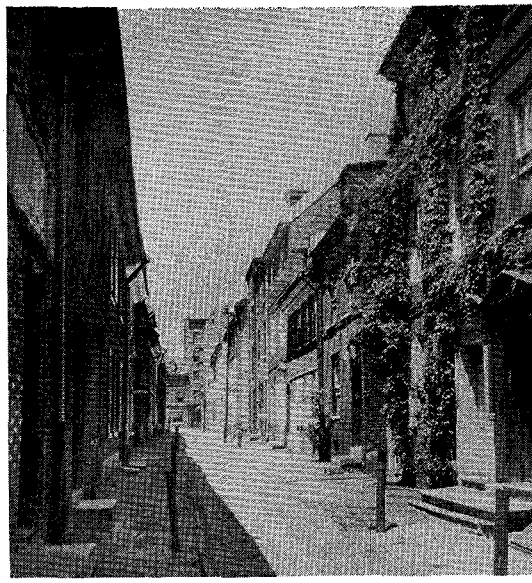
Carpenters' Hall: built in 1770 for the Carpenters' Company, a guild of master carpenters. Here in 1774, the First Continental Congress met.

Washington Square: designated as a Potter's Field in 1704 and later hundreds of soldiers of the Revolutionary War were buried here.

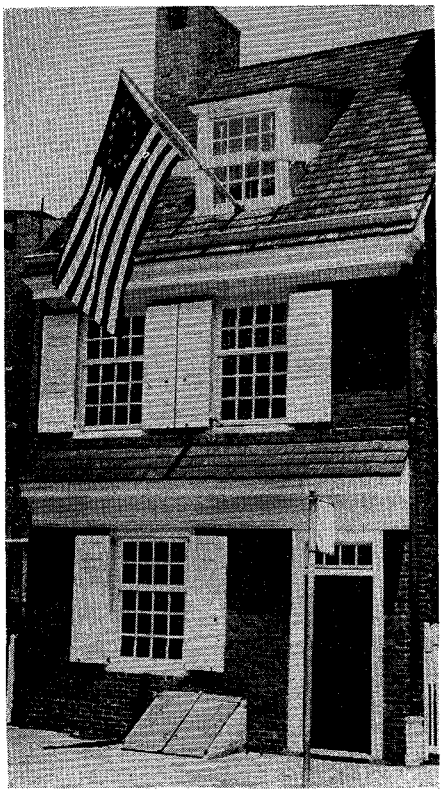
Gloria Dei: oldest church in Philadelphia, built in 1700.

Memorial Hall: an old art museum converted into a recreation activity center.



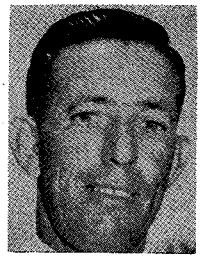


ELFRETH'S ALLEY, the oldest street in America, recalls the stirring days of our national beginnings.



BETSY ROSS HOME is a must on the sightseeing itinerary of any visitor to Philadelphia. It was here that Betsy Ross is credited with having made the first flag of the United States, having been commissioned by George Washington, Robert Morris and George Ross.

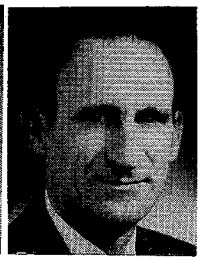
FRANKLIN INSTITUTE and the Fels Planetarium are internationally recognized among the world's greatest institutions for their exhibits of scientific marvels.



ALA.-Shelby Kinney
West Point Mfg. Co.



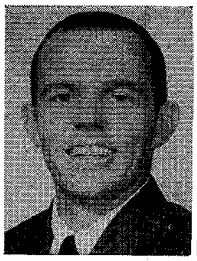
CALIF.-Newt West
Helms Bakeries



CONN.-Joe Sullivan
General Electric



DEL.-Walter Kelk
E. I. duPont



FLA.-Summers Jarrett
The Chemstrand Corp.



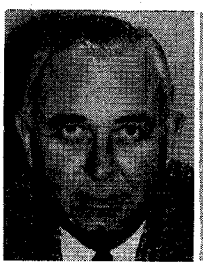
GA.-Bob Martin
Lockheed Aircraft



ILL.-George Kalmus
Teletype Corp.



IND.-Dale Shaffer
Delco-Remy



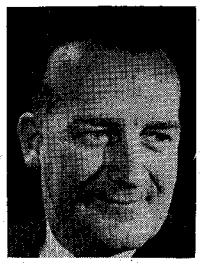
IOWA-Lloyd McKinnon
Lennox Industries



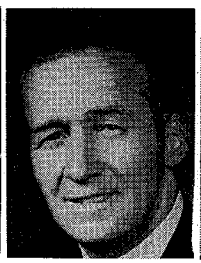
LA.-Hardy Wells
Ethyl Corp.



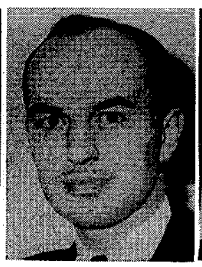
MD.-Rollin Burns
National Security



MASS.-Oscar Pope
General Electric



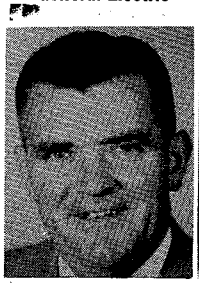
MICH.-Bill Prichard
General Motors Corp.



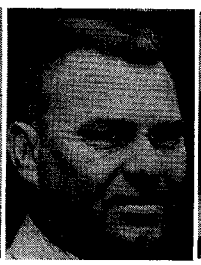
MINN.-W. Wallgren
Hamm Brewing



MO.-Bert Granville
McDonnell Aircraft



MONT.-John Good
The Anaconda Co.



N. C.-Ralph Johnson
Firestone Textiles



N. J.-Bill Miller
Reigel Foundation



N. Y.-Joe Minella
Eastman Kodak



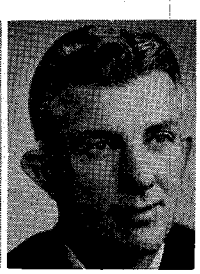
OHIO-Jack Martin
Dayton Power & Light



ORE.-Walter Ager
Hyster Company



PA.-A. H. Spinner
Armstrong Cork



S. C.-W. W. Wilbanks
Reigel Textile Corp.



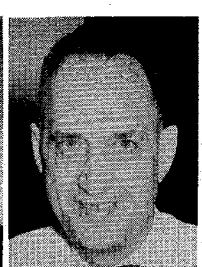
TEXAS-Jim Bernard
Tempco Aircraft



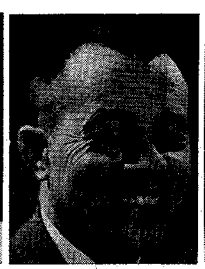
VT.-Neal Ayer
Fairbanks Morse



WASH.-Art Scott
Boeing Aircraft



W. VA.-E. J. Kaiser
Internat'l Nickel



WIS.-Roy Ebben
Kohler Company



D. C.-John Tutko
U. S. Air Force



CAN.-Jim Charrington
Polymer Corp., Ltd.

STATE CHAIRMEN

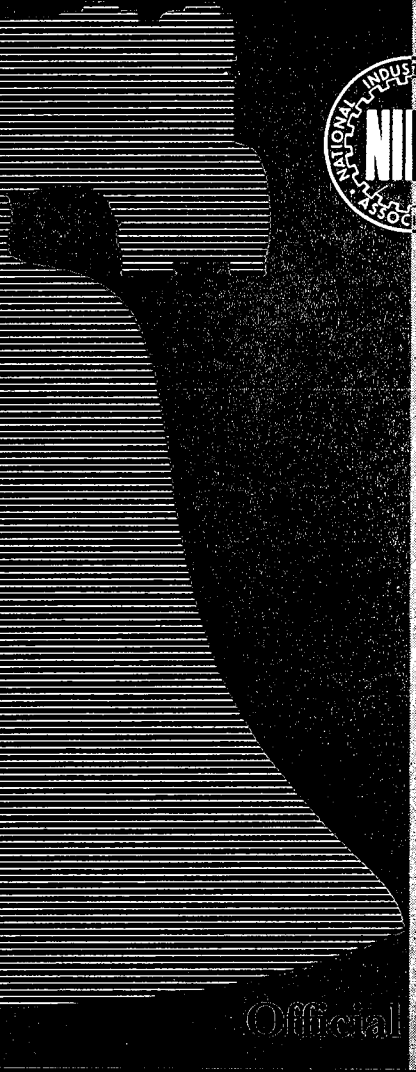
Lead Delegates

Furthering the national growth and development of employee recreation, the NIRA president and his board annually appoint outstanding industrial recreation leaders to serve as state chairmen.

In addition to assisting companies within their respective states who are interested in starting employee recreation programs, these state chairmen play an important role in the Association's membership drives and compete with each other to bring the highest percentage of members from their states to the NIRA national conference.

In regional caucuses and annual elections of national officers, they are the spokesmen for their respective states.

Frequently, they are leading figures in planning regional workshops and their function has become increasingly important with the continued growth of the Association and the industrial recreation movement in general.



NATIONAL INDUSTRIAL RECREATION ASSOCIATION

18th ANNUAL CONFERENCE and EXHIBIT

BELLEVUE
STRATFORD
HOTEL

Official Program

MAY 24 - 27 1959

Sponsored by the industries of the Delaware Valley, the 1959 NIRA Conference and Exhibit stresses the theme, "Recreation Is Ageless," in recognition of the timeless appeal and universal need for some form of recreation activity for old and young alike.

PHILADELPHIA, PA.

NIRA

The National Industrial Recreation Association is a nation-wide, non-profit association, organized by industry to serve its members in national, regional and local industrial recreation problems. Its purpose is to promote recreation as a sound industrial policy by improving the caliber of industrial recreation programs, raising the standards of the profession and helping each company director do a better job for his company and its employees.

NIRA's constantly growing series of services to the recreation director include the following:

RECREATION MANAGEMENT, monthly magazine.
Newsletters and "Idea Clinics"
Insurance coverage and counsel
Advisory service by recreation experts
Research and professional study
National conference and regional workshops
Club aids and reference library

Company memberships are available to industrial and business firms interested in the development of employee recreation, on the basis of the following dues schedule:

	Annual Fee	Maximum Services
Companies with less than 1,000 employees	**$35.**	**2**
Companies with 1,001 to 5,000 employees	**65.**	**4**
Companies with 5,001 to 10,000 employees	**95.**	**6**
Companies with more than 10,000 employees	**125.**	**10**

"Maximum services" indicates the number of individuals in a company and its branches to whom services are sent. Additional services may be obtained for a charge of $15 per year, per service.

1958-59 NIRA OFFICERS

Executive Committee

President:
Thomas G. Croft, Convair, Fort Worth, Texas

Vice Presidents:
Martha L. Daniell, Nationwide Insurance Cos., Columbus, O.
William I. LaBute, Automatic Canteen Co., Toronto, Ont.
John H. Leslie, Minnesota Mining & Mfg., St. Paul, Minn.
Wm. C. F. Ziegenfus, Sun Oil Co., Marcus Hook, Pa.

Treasurer:
Frank Davis, Lockheed Aircraft Corp., Burbank, Calif.

Director of Research:
H. D. Edgren, University of Purdue, Lafayette, Ind.

Executive Secretary:
Don L. Neer, NIRA Headquarters, Chicago, Ill.

Board of Directors

Elected in 1957 (Chicago):

Region I	Kenneth Klingler, Consolidated Electrodynamics, Rochester, N. Y.
Region II	Martha L. Daniell, Nationwide Insurance, Columbus, O.
Region III	Walter Dowswell, Motorola, Chicago, Ill.
Region IV	G. M. Matlach, Aro, Inc., Tullahoma, Tenn.
Region V	Walter Sprangers, Allen-Bradley, Milwaukee, Wis.
Region VI	Robert Janes, Chance Vought Aircraft, Dallas, Tex.
Region VII	C. G. Boyle, Northrop Aircraft, Hawthorne, Calif.
Region VIII	William I. LaBute, Automatic Canteen, Toronto, Ont.

Elected 1958 (Fort Worth):

Region I	Oskar Frowein, Republic Aviation, Farmingdale, N. Y.
Region II	Wm. C. F. Ziegenfus, Sun Oil, Marcus Hook, Pa.
Region III	Charles Haggerty, Ford Motor Co., Dearborn, Mich.
Region IV	C. E. Barnhart, St. Regis Paper, Pensacola, Fla.
Region V	John H. Leslie, Minnesota Mining, St. Paul, Minn.
Region VI	Dean Moneymaker, Internat'l Shoe, St. Louis, Mo.
Region VII	H. S. Naish, Convair, Pomona, Calif.
Region VIII	A. Murray Dick, DOFASCO, Hamilton, Ont.

HOTEL DIRECTORY

Registration Desk:
Sunday: 10:30 a.m. to 5:00 p.m.....Viennese Room
Monday: 8:30 a.m. to 5:00 p.m.....18th Floor
Tuesday and Wednesday: 8:30 a.m. to 11:00 a.m.....18th Floor

NIRA Office
8:30 a.m. to 5:30 p.m. (Daily).....Pink Room, 1st Floor

NIRA Press Room
8:30 a.m. to 5:30 p.m. (Daily).....Gold Room, 1st Floor

Exhibit Hall (18th Floor)
Sunday: 12 noon to 6:30 p.m.
Monday: 8:30 to 9 a.m., 10:30 to 11:30 a.m., 2 to 3 p.m., 4:30 to 5:30 p.m.
Tuesday: 8:30 to 9 a.m., 10:00 to 11 a.m.
Wednesday: 8:30 to 9 a.m., 10:00 to 11:45 a.m.

Meeting Rooms
Burgundy Room .....Lobby
Viennese Room .....Lobby
Grand Ballroom .....1st Floor
Crystal Room .....1st Floor
Green Room .....1st Floor
Red Room .....1st Floor
Clover Room .....1st Floor
Rose Garden .....18th Floor

Board of Directors Meetings
Saturday, May 23—9 a.m. to 5 p.m.....Blue Room
Thursday, May 28—9 a.m. to noon.....Crystal Room

Annual Meeting and Election
Wednesday, May 27—2 to 5 p.m.....Burgundy Room

Welcome Reception
Sunday, May 24—7 to 8 p.m.....Clover Room

Banquet and Floor Show
Wednesday, May 27—7 to 12 p.m.....Grand Ballroom

Luncheons
Monday, May 25—12 noon.....Grand Ballroom
Tuesday, May 26—1 p.m., buffet aboard Cruise Liner
Wednesday, May 27—12 noon.....Grand Ballroom

Demonstrations
Handicraft, Sunday—4 p.m. to 5:30 p.m.....Clover Room
Tennis Exhibition, Tuesday—4 p.m.....duPont Country Club
Skeet Shooting (under lights), Tuesday—8 p.m.....Sun Center

Tour
Du Pont Country Club, E. I. du Pont de Nemours & Co., Wilmington, Del., and Sun Center, Sun Oil Co., Marcus Hook, Pa. via bus and cruise liner. Board buses for boat dock at 11 a.m., Tuesday. Buses return to hotel 11 p.m., Tuesday.

INFORMATION

Tickets
Tickets are required for the Welcome Reception; Monday, Tuesday and Wednesday luncheons; and the Inaugural Banquet and Floor Show. These tickets will be furnished all conference registrants. Wives who register will receive tickets to the Welcome Reception and the Banquet and Floor Show. Guests may be admitted to these functions upon payment of the following fees:
Welcome Reception $3.00
Mon., Tues., and Wed. Luncheons.....$5.00
Banquet and Floor Show.....$10.00

Badges
Badges are required for admission to all meetings and scheduled social functions. They are available at the registration desk daily.

Baseball Game
Box seat tickets for the Milwaukee Braves, Philadelphia Phillies night baseball game, Monday, May 25, will be available at the registration desk for $2.75 each.

First Aid:
The Bellevue Stratford Hotel has a resident doctor on call at all times. Call the operator in an emergency.

NIRA PROGRAM OUTLINE

TIME	SUNDAY, MAY 24	MONDAY, MAY 25
8:30 a.m.	**Church Services**	**Exhibit Hall Opens—Registration**
9:00 a.m.	**Church Services**	**VI. General Session** (Rose Garden) Mayor Richardson Dilworth, "Welcome to Philadelphia" Robert W. Crawford, "How to Achieve Professional Standing" James Crowley, "Recreation is Ageless"
10:30 a.m.	**Registration** (Viennese Room)	**Exhibits**
Noon	**Exhibit Hall Grand Opening** (18th Floor)	**VII. General Session Opening Luncheon** (Ballroom) James Q. duPont, "Pattern for Success"
2:00 p.m.	**I. Opening General Session** (Rose Garden) Esso Aires, Standard Oil of New Jersey Charles Eckman, basketball coach, referee	**Exhibits**
3:00 p.m.	**Exhibits** (18th Floor)	**Concurrent Panel Sessions** VIII. Preparing the Employee for Retirement (Rose Garden) IX. Common Sense Cost Cutting (Clover Room) X. Ideas for Plant-wide Projects (Red Room) XI. Case Histories of Successful Clubs (Green Room) XII. NIRA and National Tournaments (Crystal Room)
4:00 p.m.	**Concurrent Panel Sessions** II. Special Interest Activities (Rose Garden) III. Employee Recreation Associations (Red Room) IV. Handicraft Programs for Industry (Clover Room) V. Safety in Recreation (Crystal Room)	**Exhibits**
5:30 p.m.	**Exhibits** (18th Floor)	**Exhibit Hall Closes**
6:30 p.m.	**Exhibit Hall Closes**	**Dinner (Open)**
7:00 p.m.	**Welcome Reception** (Clover Room)	**Phillies vs. Braves (Optional)**
11:00 p.m.		**Regional Caucuses** (Rooms to be announced)

18th ANNUAL CONFERENCE and EXHIBIT

TUESDAY, MAY 26	WEDNESDAY, MAY 27	TIME
Exhibit Hall Opens—Registration	**Exhibit Hall Opens—Registration**	**8:30 a.m.**
XIII. General Session (Rose Garden, 9-9:30) Arthur Eggert, "Management Looks at Recreation" **Concurrent Panel Sessions** (9:30-10:30) XIV. Recreation for Office Employees (Rose Garden) XV. Program Cooperation from Supervision (Green Room)	**General Session** (9-10:30, Rose Garden) XVII. CAB and Group Travel, J. W. Rosenthal, CAB **Concurrent Panel Sessions** XVIII. Industrial Golf Courses (9:30, Green Room) XIX. My Problem Is (Quiz) (10:00, Crystal Room)	**9:00 a.m.**
Exhibits	**Exhibits** (Hall closes at 11:45)	**10:30 a.m.**
Leave the Riverview Line Wharf Boat Dock	**XX. Past Presidents' Luncheon** (Ballroom) Presentation of NRA-NIRA Shooting Awards Presentation of Helms Award Gov. Robert B. Meyner, "This Age of Leisure"	**Noon**
Cruise down Delaware River to Wilmington-buffet luncheon aboard boat	**Registration for Voting** (Burgundy Room)	**2:00 p.m.**
Arrive duPont Country Club	**Annual Meeting and Election** (Burgundy Room)	**3:00 p.m.**
Tennis Demonstration	**Annual Meeting and Election** cont.	**4:00 p.m.**
Tour Sun Oil Recreation Area		**5:30 p.m.**
XVI. Sun Center Dinner		**6:30 p.m.**
R. G. Dunlop, "Why Recreation at Sun Oil"	**Inaugural Banquet & Floor Show** (Ballroom)	**7:00 p.m.**
Buses return to hotel		**11:00 p.m.**

CONFERENCE COMMITTEE

Co-chairmen
V. T. Goss, Radio Corporation of America, Camden, N. J.
Samuel Rubenstein, Philadelphia Electric Co., Phil., Pa.

Program
W. R. Kelk, E. I. du Pont de Nemours & Co., Wilmington, Del.

Arrangements
Warren McCandless, Philadelphia Electric Co., Phil., Pa.

Entertainment
V. T. Goss, Radio Corporation of America, Camden, N. J.

Exhibit Hall
W. C. F. Ziegenfus, Sun Oil Co., Marcus Hook, Pa.

Exhibitors' Representative
J. J. Waldron, Waldron, Inc., Philadelphia, Pa.

Ladies' Program
Mrs. Carolyn Doerr and Miss Jean Heher, Bell Telephone Co. Of Pennsylvania, Philadelphia, Pa.

Reception
S. W. Miller, Reigel Community Foundation, Milford, N. J.

Regional Caucuses
A. H. Spinner, Armstrong Cork Co., Lancaster, Pa.

Registration and Souvenirs
Edward Koerwer, Leeds and Northrup, North Wales, Pa.

Tours and Housing
George Talmadge, Philadelphia, Pa.

Publicity
C. Thomas Bauer, Sun Oil Co., Marcus Hook, Pa.

Member-at-Large
Alvin Steinberg, Atlantic City, N. J.

WIVES' PROGRAM

Sunday, May 24

Noon:	Registration
1 p.m.	Welcome Briefing (Crystal Room)
2 p.m.	General Session (Rose Garden)
3 p.m.	Exhibits (18th Floor)
7 p.m.	NIRA Welcome Reception

Monday, May 25

9:30 a.m.	Special Program (Red Room)
Noon	NIRA Welcome Luncheon (Ballroom) optional
After-noon	Shopping tour in downtown Philadelphia

Tuesday, May 26

9 a.m.	Open
11 a.m. to 11 p.m.	NIRA boat cruise to du Pont Country Club, Wilmington, Del., and Sun Center, Marcus Hook, Pa., with intermediate stops.

Wednesday, May 27

9 a.m.	Sightseeing tour of historical Philadelphia
Noon	NIRA Past Presidents' Luncheon (Ballroom) optional
7 p.m.	NIRA Banquet and Floor Show (Ballroom)

CONFERENCE HOSTS

1943	**New York**	**1952**	**Rochester**
1944	**Chicago**	**1953**	**Cleveland**
1945	**Detroit***	**1954**	**Chicago**
1946	**Chicago**	**1955**	**Dayton**
1947	**Chicago**	**1956**	**New York**
1948	**Akron**	**1957**	**Chicago**
1949	**Detroit**	**1958**	**Fort Worth**
1950	**Milwaukee**	**1959**	**Philadelphia**
1951	**Chicago**	**1960**	**Detroit**
		1961	**Chicago**

***War, workshop only**

sunday
MAY 24

8-12 noon CHURCH SERVICES OF YOUR CHOICE

8-11:00 a.m. ASSEMBLE EXHIBITS (18th Floor)

10:30 a.m.-5:00 p.m. REGISTRATION (Viennese Room)

11-11:15 a.m. EXHIBITORS MEETING (Rose Garden)

12 noon GRAND OPENING OF THE EXHIBIT HALL

1-1:45 p.m. WIVES PROGRAM WELCOME MEETING (Crystal Room)

2-3:00 p.m. I. OPENING GENERAL SESSION (Rose Garden)

Chairman: Thomas G. Croft, NIRA President, Chief of Employee Service, Convair, Div. of General Dynamics, Fort Worth, Texas.

Welcome: Samuel W. Rubenstein, Conference Co-chairman, Dir. Emp. Act. Div., Philadelphia Electric Co., Philadelphia, Pa.
V. T. Goss, Conference Co-Chairman, Coord. of Rec., RCA, Camden, N. J.

Music: Esso-Aires Choral Group Standard Oil of N. J., New York City. Director: William F. Ondrick.

Speaker: Charles Eckman, basketball referee, professional coach and baseball scout, humorist, Philadelphia, Pa.

3-4:00 p.m. EXHIBITS (Get Lucky Prize Cards stamped)

4-5:30 p.m. CONCURRENT PANELS

II. SPECIAL INTEREST ACTIVITIES (Rose Garden)

Chairman: Mrs. Karla Miller Exec. Secy, Bristol-Myers Assn., Hillside, N. J.

Panelists: S. I. Tobias, Rec. Mgr., Kellogg Co., Battle Creek, Mich. (Music)
Abbie Van Gelder, Pers. Staff Asst., N. J. Bell Telephone Co., Newark, N. J. (Noon Hour Activities)
Newt West, Pers. Dir., Helms Bakeries, Los Angeles, Calif. (Awards)
Martha L. Daniell, Act. Dir., Nationwide Insurance Companies, Columbus, Ohio and Regional Coordinators (Drama)
Richard L. Frey, Secretary American Contract Bridge League, New York, N. Y. (Card Tournaments)

III. EMPLOYEE RECREATION ASSOCIATIONS (Red Room)

Chairman: Wm. T. Prichard, Emp. Programs, General Motors Corporation, Detroit, Mich.

Panelists: Roy Ellington, Rec. Counsellor, Kaiser Alum. & Chem. Corp., Ravenswood, W. Va.
Robert E. Moss, Emp. Act. Coord, Avco Mfg. Corp. Wilmington, Mass.
Clarence L. Kelly, Pres., Nestle Rec. Assn., The Nestle Co., Fulton, N. Y.
Thomas H. Anthony, Jr., Pres., N. American Companies Assn., Philadelphia, Pa.

IV. HANDICRAFT PROGRAMS FOR INDUSTRY (Clover Room)

Chairman: Kay Colborn, Area Coord, Out-of-Hour Act., N. Y. Telephone Co., New York City

Panelists: Larry Benjamin, Rec. Dir., Rockefeller Center Corp., New York City
Edith Campbell, Supr. of Act., State Farm Insurance Cos., Bloomington, Ill.
Kjell Peterson, Rec. Dir., Metropolitan Life Insurance Co., New York City

Demonstrator: Alexander Samuels, Vice President, Jewel Creations, New York City

V. SAFETY IN RECREATION (Crystal Room)

Chairman: A. Murray Dick, Dir. of Rec., Dominion Foundries & Steel, Ltd., Hamilton, Ont.

Panelists: Edward Butler, Dir. Pub. Rel., General Tire & Rubber Co., Akron, Ohio
C. J. Hall, Bus. Mgr., Convair Rec. Assn., Convair, Div. of General Dynamics, Fort Worth, Texas
Oscar Pope, Bus. Mgr., General Electric Co., West Lynn, Mass.
Dan Zieverink, Supr. Rec. General Electric, Evendale, Ohio

5:30-6:30 p.m. EXHIBITS (18th Floor)

7-8 p.m. WELCOME RECEPTION (Clover Room)

monday
MAY 25

7-8:30 a.m. PRESIDENT'S KEYMAN CHAMPAGNE BREAKFAST (Burgundy Room)

Chairman: Thomas G. Croft, NIRA President, Chief of Em. Service, Convair, Div. of General Dynamics, Fort Worth, Texas

8:30-4:30 p.m. REGISTRATION (18th Floor)

8:30-9:00 a.m. EXHIBITS (18th Floor)

9-10:30 a.m. VI. GENERAL SESSION (Rose Garden)

Chairman: Ralph Isacksen, V. P. Personnel, The Seeburg Corp., Chicago, Ill.

Announcements: V. T. Goss, Coord. of Rec., RCA, Camden, N. J. —Door prize drawing (must be present to win).

Introduction: S. W. Rubenstein, Dir. Emp. Act. Div., Philadelphia Electric Co., Philadelphia, Pa.

Speaker: Richardson Dilworth, Mayor of Philadelphia, "Welcome to Philadelphia."
Robert W. Crawford, Comm. of Rec., Philadelphia, Pa. "How to Achieve Professional Standing."
James Crowley, Comm. of Boxing, State of Pennsylvania, "Recreation Is Ageless."

10:30-11:30 a.m. EXHIBITS (18th Floor)

12 noon VII. GENERAL SESSION OPENING LUNCHEON (Ballroom)

Chairman: Thomas G. Croft, NIRA President, Chief, Emp. Service, Convair, Div. of General Dynamics, Fort Worth, Texas

Invocation: Rev. Joseph F. Waldron, J.C.D., Ass't Rector, St. Thomas Acquinas Church, Philadelphia, Pa.

Nominating Committee Report: Kenneth Klingler, Asst. Pers. Dir., Consolidated Electrodynamics, Rochester, N. Y.

Caucus Room Assignments: A. H. Spinner, Supr., Emp. Act., Armstrong Cork Co., Lancaster, Pa.

Door Prize Drawings: V. T. Goss Coord. of Rec., RCA, Camden, N. J.

Introduction: Walter Kelk, Exec. Secy, EDEAA, E. I. du Pont de Nemours & Co., Wilmington, Del.

Speaker: James Q. du Pont, Adm. Asst, E. I. du Pont de Nemours & Co., Wilmington, Del., "Pattern for Success."

2-3:00 p.m. EXHIBITS (18th Floor)

3-4:30 p.m. CONCURRENT PANELS

VIII. PREPARING THE EMPLOYEE FOR RETIREMENT (Rose Garden)

Chairman: A. H. Spinner, Supr. of Emp. Act., Armstrong Cork Co., Lancaster, Pa.

Panelists: R. B. Middleton, Emp. Act. Supr., British Columbia Electric Co., Ltd., Vancouver, B. C., Canada
Fred Clarke, Consultant, Emp. Rel., General Electric Co., New York City
Tom Adams, Ind. Rel. Dept., Owens-Illinois, Toledo, Ohio.
Larry Deal, Supr. Pers. Act., Inland Mfg. Co., Div. of GMC, Dayton, Ohio

IX. COMMON SENSE COST CUTTING (Clover Room)

Chairman: Charles Haggerty, Supr. Rec. Unit, Ford Motor Co., Dearborn, Mich.

Moderator: Ed Mitchell, Supt. of Rec., U. S. Steel Co., Gary, Ind.

Panelists: Kenneth Kellough, Rec. and Wel. Adm., North American Aviation, Inc., Los Angeles, Calif.
John Doyle, Gen. Supr. Emp. Act., Eastman Kodak Co., Rochester, N. Y.
J. Ray Thomas, Pers. Services Mgr., Jeffrey Mfg. Co., Columbus, Ohio
Francis E. Howell, Sr., Emp. Act. Supr., Olin-Mathieson Chemical Corp., East Alton, Ill.
Fred A. Wilson, Coord. of Emp. Act., Scovill Mfg. Co., Waterbury, Conn.
Robert J. Martin, Rec. Mgr., Georgia Lockheed Emp. Rec. Club, Marietta, Ga.

X. IDEAS FOR PLANT WIDE PROJECTS (Red Room)

Chairman: H. S. Naish, Chief of Emp. Service, Convair, Pomona, Calif.

Panelists: Wm. LaBute, Automatic Canteen Co. of Canada, Scarsborough, Ont., (Small Company Picnic)
Frank Davis, Mgr., Lockheed Emp. Rec. Club, Burbank, Calif. (Blood Bank)
August L. Cavalloro, Central Staff Emp. Prog., Ford Motor Co., Dearborn, Mich. (Suggestion Programs)
Oskar Frowein, Rec. Dir., Republic Aviation Corp., Farmingdale, L. I., N. Y. (United Fund Drive)
Dale Shaffer, Emp. Rel. Dir., Delco-Remy, Div. of GMC, Anderson, Ind. (Sports Day)

XI. CASE HISTORIES OF SUCCESSFUL CLUBS (Green Room)

Chairman: Charles Boyle, Mgr. Pers. Act. & Serv., Northrop Aircraft, Inc., Hawthorne, Calif. (Boat Clubs)

Panelists: Robert Delius, Rec. Dir., Tennessee Eastman Co., Kingsport, Tenn. (Radio Clubs)

C. E. Barnhart, Rec. Dir., St. Regis Paper Co., Pensacola, Fla. (Youth Activities)

Roy A. Ebben, Rec. Dir., Kohler Co., Kohler, Wis. (Dog Obedience)

Robert J. Benn, Rec. Dir., Grumman Aircraft Corp., Bethpage, N. Y. (Sports Cars)

Jim Bernard, Rec. Dir., Temco Aircraft Corp., Dallas, Texas (Stamp and Coin)

Pat Feeley, Rec. Dir., The Falk Corp., Milwaukee, Wisc. (Rod and Gun)

XII. NIRA AND NATIONAL TOURNAMENTS (Crystal Room)

Chairman: Mat Matlack, Rec. Dir., Aro, Inc., Tullahoma, Tenn. (Fish-A-Rama For Industry)

Panelists: Fritz J. Merrell, Ath. & Rec. Supv., Olin-Mathieson Chemical Corp., Pisgah Forest, N. C. (Archery)

Tom Shanahan, Rec. Unit Supv., Ford Motor Co., Dearborn, Mich. (Golf)

Steve Wendelken, Rec. Dir., Whirlpool Corp., St. Joseph, Mich. (Bowling)

Earl Schreiber, Rec. Dir., Timken Roller Bearing Co., Canton, Ohio (Bowling)

Frank Daniel, Exec. Secy., National Rifle Assoc., Washington, D. C. (Rifle and Pistol)

4:30-5:30 p.m. EXHIBITS (18th floor)

6:30 p.m. DINNER—open, your choice of Philadelphia's finest

8:00 p.m. NIRA BASEBALL SPECIAL—Phillies vs. Braves (Connie Mack Stadium)

11:00 p.m. REGIONAL CAUCUSES—hosts, Junior and Senior NIRA Directors (assigned rooms)

tuesday
MAY 26

8:30-9:00 a.m. EXHIBITS (18th floor)

8:30-11:00 a.m. REGISTRATIONS (18th floor)

9-9:30 a.m. XIII. GENERAL SESSION (Rose Garden)

Chairman: John Leslie, Rec. Dir., 3M Club, Minnesota Mining & Mfg. Co., St. Paul, Minn.

Awarding of Door Prizes: V. T. Goss Sergeant-at-Arms, Coord. of Rec., RCA, Camden, N. J. (Must be present to win.)

Speaker: Arthur Eggert, V.P., Pub. Rel., Minnesota Mining & Mfg. Co., St. Paul, Minn. "Management Looks At Recreation"

9:30-10:30 a.m. CONCURRENT PANELS

XIV. RECREATION FOR OFFICE EMPLOYEES (Rose Garden)

Chairman: John J. Tutko, Rec. Dir., Hq. USAF Office, Washington D. C.

Panelists: David Chapin, Act. & Services Mgr., Equitable Life Assurance Society, New York, N. Y.
E. L. Farrell, Dir., Central Off. Pers. Services, Veterans Adm., Washington, D. C.
Charles Cunningham Coord. Emp. Act., Dept. of Agriculture, Washington, D. C.
Ralph Johnson, Rec. Dir., Firestone Textiles, Inc., Gastonia, N. C.
Frank Strong, Personnel Supr., Royal-McBee Corp., Hartford, Conn.

XV. PROGRAM COOPERATION FROM SUPERVISION (Green Room)

Chairman: Charles Mears, Mgr., Rec. Dept., The B. F. Goodrich Co., Akron, Ohio

Panelists: Dean Moneymaker, Rec. Dir., International Shoe Co., St. Louis, Mo.

Joe Minella, Exec. Secy., Kodak Park Ath. Assoc., Rochester, N. Y.

Ernest M. Nelson, Gen. Ind. Rel., Champion Paper & Fibre Co., Hamilton, Ohio

Jack Martin, Rec. Dir., Dayton Power & Light Co., Dayton, Ohio

10:30-11:00 a.m. EXHIBITS (18th floor)

11:00 a.m. BUSES LEAVE from in front of hotel for Riverview Line Wharf Boat Dock

12:00 noon ANCHORS AWEIGH—leave Riverview Line Dock for cruise down Delaware River

1:00 p.m. BUFFET LUNCHEON ENROUTE—courtesy of:
Geo. C. Haas, Jr., Mgr. Ind. Sales, Pepsi-Cola Co., New York, N. Y.

John S. Bowman, Exec. Secy., Nat'l. Assn. of Amusement Parks, Pools & Beaches, Chicago, Ill.

Drawing for Prizes: V. T. Goss Sergeant-at-Arms, Coord. of Rec., RCA, Camden, N. J.

3:00 p.m. DOCK AT WILMINGTON, DELAWARE—buses to E. I. du Pont de Nemours & Co. Country Club

Cocktails—Tennis Demonstration by Women's World Champion Doubles Team, Margaret Osborne du Pont and Margaret Varner

5:00 p.m. BUSES LEAVE for Sun Oil Company's Recreation Area, Marcus Hook, Pa.

6:00 p.m. GUIDED TOUR of Sun Oil Co.'s Rec. Area and Center by Wm. C. F. Ziegenfus, Rec. Dir., Sun Oil Co.,

Special Activities Demonstrations

7:00 p.m. XVI. DINNER—SUN CENTER

Chairman: E. F. Lilley, Mgr., Emp. Rel., Sun Oil Co., Marcus Hook Pa.

Drawing for Prizes: V. T. Goss, Sergeant-at-Arms, Coord. of Rec., RCA, Camden, N. J.

Entertainment: Sun Oil Co. Chorus

Introduction of Speaker: C. Calvin Naylor, Refinery Mgr., Sun Oil Co., Marcus Hook, Pa.

Speaker: R. G. Dunlop, Pres., Sun Oil Co., Marcus Hook, Pa. "Why Sun Oil Co. Believes In Employee Recreation"

10:00 p.m. TRAP AND SKEET SHOOTING DEMONSTRATION UNDER LIGHTS—SUN OIL GUN CLUB

11:00 p.m. BUSES LEAVE for Bellevue Stratford Hotel, Philadelphia, Pa.

SPECIAL NOTICE:

Informal attire will be the uniform of the day for the boat cruise and tours of the du Pont Country Club and Sun Center. Come to the first meeting in casual dress so you'll be ready when the buses leave for the dock. Wildest sport shirt wins a door prize.

NOTES:

wednesday
MAY 27

8:30-10:00 a.m. REGISTRATION (18th floor)

8:30-9:00 a.m. EXHIBITS (18th floor)

9-10:30 a.m. GENERAL SESSION (Rose Garden)

XVII. CAB AND GROUP TRAVEL

Chairman: Ben Kozman, Act. Mgr., Thompson Products Co., Cleveland, Ohio

Speaker: Jack Rosenthal, Chief, Carrier Relations Div., Civil Aeronautics Board, Washington, D. C.

Panelists: Walter Dowswell, Rec. Dir., Motorola, Chicago, Ill.
August J. Alberts, Rec. Dir., Sperry Gyroscope Co., Great Neck, N. Y.

H. B. Aitken, Emp. & Community Rel., General Electric, Cleveland, Ohio

9:30-11:00 a.m. XVIII. INDUSTRIAL GOLF COURSES (Operation & Maintenance) (Green Room)

Chairman: Rex McMorris, V.P., Nat'l. Golf Foundation, Chicago, Ill.

Panelists: Carl Klandrud, Rec. Dir., Allis Chalmers Mfg. Milwaukee, Wis. (Operation)

Tom Kanary, Jr., Rec. Dir., The Dow Chemical Co., Midland, Mich. (League Play)

M. Forrest Bridges, Ath. Dir., Union Bag & Ath. Assn., Savannah, Ga. (Tournaments)

Clarence R. Gillaugh, Dir. Rec., Nat'l. Cash Register Co., Dayton, Ohio (The Golf Pro)

Gene Berce, Rec. Dir., Miller Brewing Co., Milwaukee, Wis. (PGA Tournament Sponsorship)

10-11:00 a.m. XIX. MY PROBLEM IS (Quiz) (Crystal Room)

Chairman: W. H. "Bid" Edmund, Rec. Dir., The Goodyear Tire & Rubber Co., Akron, Ohio

Panelists: Charles E. Seddon, Rec. Dir. North American Aviation, Inc., Columbus, Ohio (Facilities)

Othmar B. Wuenschel, Consultant Shooting Education, Sportsmen Service Bureau, Reading, Pa. (Rod & Gun)

Ray Walsh, Rec. Dir., Eastman Kodak Co., Rochester, N. Y. (Clubs)

J. R. Mitchell, Chief of Emp. Services, Convair, Div. Gen. Dynamics, San Diego, Calif. (Athletics)
George Kalmus, Secretary Teletype Club, Chicago, Ill. (Services)

10:30-11:30 a.m. EXHIBITS (18th floor)

11:45 a.m. EXHIBIT HALL CLOSES

12:00 noon XX. PAST PRESIDENTS LUNCHEON (Ballroom)

Chairman: Kenneth Klingler, Asst. Pers. Dir., Consolidated Electrodynamics Corp., Rochester, N. Y.

Invocation: Rev. James E. Quinn, Rector, Logan Baptist Church, Philadelphia, Pa.

Door Prize Drawings: V. T. Goss, Sergeant-at-Arms, Coord. of Rec., RCA, Camden, N. J.

Helms Athletic Foundation Awards: H. S. Naish Chief of Emp. Services, Convair, Div. Gen. Dynamics, Pomona, Calif.

Presentation: Newton E. West, Pers. Dir., Helms Bakeries, Los Angeles, Calif.

Speaker: Honorable Governor of New Jersey, Robert B. Meyner "This Age of Leisure"

2:00 p.m. REGISTRATION FOR VOTING (Burgundy Room)

2-5:00 p.m. NIRA ANNUAL MEETING AND ELECTION (Burgundy Room)

7-12:00 p.m. NIRA INAUGURAL BANQUET (Ballroom)

Chairmen: Old and new National Presidents

Invocation: A. H. Spinner, Supr., Emp. Act., Armstrong Cork Co., Lancaster, Pa.

Music and Entertainment: Radio Corporation of America

NOTES:

exhibit DIRECTORY

EXHIBIT HOURS

After the Grand Opening at Sunday noon, the Exhibit Hall will be opened every morning at 8:30. This year's record number of exhibitors offer the latest in recreation products and services designed to help you in your program. Make it a point to meet and talk to every exhibitor. He wants to learn how to do an even better job for you, too.

DOOR PRIZES

Our exhibitors have put up a galaxy of valuable awards for door prizes.

Have your Lucky Door Prize Card that you received when registering stamped by each exhibitor and take it to the 18th floor registration desk. Door prizes will be awarded at the following times:

Monday: 9 a.m. General Session
Noon Luncheon
Tuesday: 9 a.m. General Session
Noon: aboard boat
7 p.m. Dinner at Sun Oil
Wednesday: 9 a.m. General Session
Noon Luncheon
7 p.m. Inaugural Banquet

If you are already using an exhibitor's product, step up, introduce yourself and tell him what you think of his product. You will find them the friendliest people on earth.

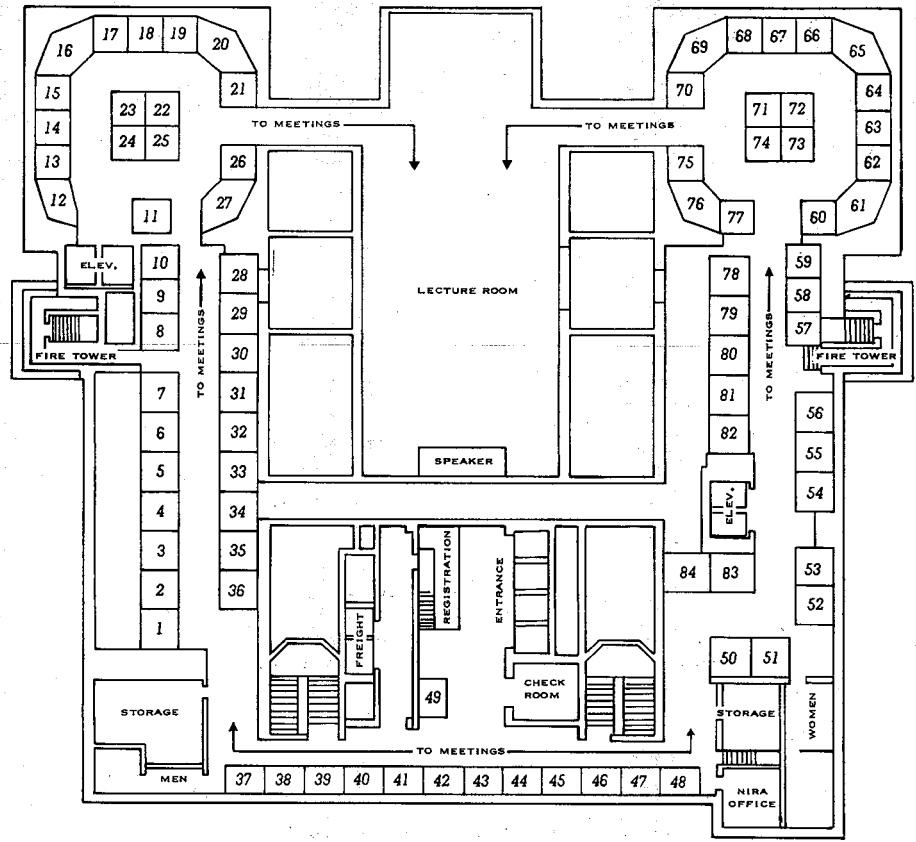


EXHIBIT HALL FLOOR PLAN — 18th floor

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Specialists in year-round employee vacations.
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NATIONAL BOWLING COUNCIL **Booth 43**
1420 New York Ave., N.W., Washington, D. C. NA 8-7280
Providing materials, services and program for aiding bowling activities of industrial firms.
Milton Raymer, Edmund Hoey

NATIONAL GOLF FOUNDATION **Booth 20**
407 S. Dearborn St., Chicago 5, Ill. HArrison 7-1145
Planning, organizing and operating information for golf facilities and leagues.
Rex McMorris, Harry Eckhoff

NIRA FISH-A-RAMA **Booth 69**
203 N. Wabash Ave., Chicago 1, Ill. ANdover 3-6696
2nd annual national fishing contest for champion fishermen of NIRA member companies.
Mat Matlack

NATIONAL RIFLE ASSOCIATION OF AMERICA **Booth 28**
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Rifle and pistol shooting programs for industry. Publishers of "The American Rifleman" magazine.
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GRISWOLD Pre-brew Coffee Vender—Banquet quality coffee.
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Leathercraft supplies, over 200 projects to choose from. Write for free catalog.
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Complete travel service for recreation directors and employee groups.
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TWYMAN FILMS, INC. **Booth 10**
400 W. First St., Dayton 1, Ohio BAldwin 2-4014
Recreational films for industry.
Alan P. Twyman, Faith Twyman

UNITED STATES OVERSEAS AIRLINES, INC. **Booth 32**
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Al Schacht

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Wholesalers—Diamonds, watches, jewelry, silverware, gifts, luggage, leather goods, appliances, radios, trophies.
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Complete outfitters for all sports and recreational activities—branches in 26 cities.
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WORLD EDUCATIONAL TRAVEL **Booth 37**
120 Orange Ave., Suffern, N. Y.
Organizers and operators of quality but inexpensive group tours.
James J. Lynch, Barbara Clifford

NOTES:

19th ANNUAL NIRA CONFERENCE AND EXHIBIT, MAY 22-25, 1960

Detroit, Michigan, the motor capital of the world and the fifth largest city in the United States, will provide a perfect setting for NIRA's 19th conference and exhibit.

Sponsored by the Industrial Recreation Association of Detroit, early conference arrangements show great promise and will feature a truly international flavor because of the city's proximity to Canada.



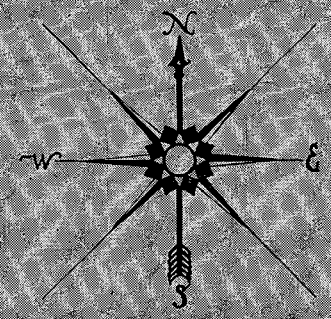
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"Club Tours" plan offers small and medium size organizations group travel benefits...

It is customary for industrial recreation organizations to offer their members group travel at reduced rates.

Generally, travel plans are on a "charter" basis and are therefore suitable only to the larger organizations.

The cost to each participant will be slightly more than a charter operation, but considerably less than an independent travel plan.

Here are several of the advantages offered by the "Club Tours" plan. Check them and see how they will benefit your group objectives!

- *You* receive organizer benefits.
- *You* select your air carriers.
- *You* select your travel dates.
- You return when you wish. It is not necessary to remain with your group for the return portion of your journey.
- You may remain to take extensions to the basic tour; visit friends or relatives.
- You need not be "charter-worthy" as spelled out in both the I.A.T.A. and C.A.B. charter regulations. Your friends may travel with you.
- You need not sign a charter agreement.
- You do not assume the risk of filling chartered equipment.
- Your organization is not called upon to release large numbers of employees at the same time.

When properly used, a planned travel program can be just as great a morale booster to the employees of the small organization as it is to the employees of the largest! Why not employ this form of industrial relations in your operation? Send in the reply coupon today for full information and details!

LOS ANGELES WASHINGTON, D.C. CHICAGO ATLANTA

Paper Tents

Station wagon camping is within the reach of more families thanks to inexpensive, waterproof and fire-retardent paper tents and sleeping bags, now being shown in Ford dealer showrooms.

About one-third the normal price, a paper tent for two adults and two children costs $19 and sleeping bags run $10 each. No storage problem either, just throw 'em away.



Hitters' Comeback?

New softball rule changes, effective in 1960, may help give the game back to the batters

Two significant changes in fast-pitch softball rules should give heart to the hapless batsmen who for so long have been at the mercy of fireball pitchers.

The changes, one a direct boost for the hitter, the other a sort of "monkey-on-the-pitcher's back," were adopted adopted recently by The International Joint Rules Committee on Softball.

The diameter of the softball bat has been increased ¼ inch to a maximum of 2⅜ inches. That's still a good bit shy of the legal limit of a baseball bat (2¾ inches), but the change has strong precedent.

In the now defunct, but once classy National Fast-Pitch League, which operated from 1946-1953 in major Midwestern cities, players were allowed to take their pick between softball and baseball bats.

In the first year of the big timber, batting increased some 15 per cent. By the end of the second year, averages showed an 18 percent improvement. At this rate, a .260 hitter under the present rules would be a sure thing to top .300.

The other change deals with the awkward "creeper play" which evolved from the rule requiring a baserunner either to keep contact with the base or continue his forward progress to the next base until a legally pitched ball was released.

If he failed to do either, the baserunner was out. Consequently, runners would inch or "creep" toward the next base just to keep within the confines of the rules.

The situation was ripe for disputes and placed an unnecessary burden on the umpire.

Under the new rule, the baserunner may do as he pleases until the pitcher has possession of the ball and plants both feet on the rubber. Then, the baserunner must be in contact with his base.

The idea of the change is to place the responsibility on the pitcher to keep the runner close to the base. Supposedly, this will divert the pitcher's attention and prevent him from concentrating completely on the batter while ignoring the baserunners.

Most of the other changes—there are a total of 31—were clarifications of existing rules.

To the surprise of many, the "courtesy runner" has been stricken from the books. It will come as a surprise since it is doubtful if many players even knew such a thing existed.

Formerly, a courtesy runner could take the place of a baserunner with the consent of the opposing manager. If such permission was given, both the regular and courtesy runner would be eligible for further participation in the game.

With baseball's Major League trying to devise methods to help the pitchers, it is fitting that softball, with its problem of pitching domination, should make changes which tend to bring the game closer to baseball in some respects.

But don't start adding points to your team's batting average yet. The rules changes won't become effective until 1960.

Reason for the delay: softball's lawmakers have guaranteed equipment manufacturers that rules changes will not be put into effect until after a specified period of time has elapsed.

In fairness to manufacturer and player, this lead-time enables the manufacturer to deplete stocks which could otherwise become obsolete, or even illegal, overnight, and allows them to build up adequate supplies of the new item.



On May 15 and 16, 1959, Amherst College and Williams College will observe the one hundredth anniversary of intercollegiate baseball at Amherst. Just a century ago the first game was played between informal teams representing these two institutions at a neutral site in Pittsfield, Massachusetts.



100 th ANNIVERSARY College Baseball

75 th ANNIVERSARY Louisville Slugger Bats

LOUISVILLE SLUGGER
HILLERICH & BRADSBY Co
LOUISVILLE KY.

A hundred years of college baseball is an accomplishment which is uniquely American and one in which everyone can take real pride. There's no way of measuring *all* the good such a program has achieved because some of it is locked in the hearts and memories of those who have participated, but much of it is apparent in the sportsmanship exhibited in the daily life of most Americans, especially those who have had the privilege of participating in college athletics. To have been a part of this great collegiate baseball program for the past 75 years is an honor of which we are justifiably proud! So congratulations — from a youngster to an oldster!

HILLERICH & BRADSBY CO., LOUISVILLE, KY.

ALSO MANUFACTURERS OF GRAND SLAM GOLF CLUBS

THESE JUDGES WILL SELECT HELMS WINNER

Well known personalities represent many phases of the sports-recreation world

Eight nationally prominent sports leaders have volunteered to serve as judges to determine this year's winner of the new Helms Athletic Foundation award for industrial recreation.

Forming a representative viewpoint of the purposes and functions of recreation, each of the judges is highly qualified for the task before him.

Col. Theodore P. Bank, president of the Athletic Institute and long a strong supporter of NIRA, directs a national, non-profit organization dedicated to the advancement of sports, physical education and recreation.

Robert Cox, president of the United States Junior Chamber of Commerce, heads up the Jaycees vast golf and tennis youth programs.

Floyd R. Eastwood, associate dean of students, Los Angeles State College, was a founder and the first president of NIRA. He also served the Association as research director for many years and was formerly a professor of physical education at Purdue University.

Famous number "98" for the Michigan football powerhouses of '39 and '40, Tom Harmon, is the sports director of station KNX, CBS radio in Los Angeles.

Representing the nation's press, Sidney L. James is the managing editor of SPORTS ILLUSTRATED, America's national sports weekly.

A founder and current president of the National Sporting Goods Association, Sam C. Monetta has been a sporting goods dealer for 40 years. He was recently honored at a Toledo, Ohio Banquet of Champions for his outstanding contributions to amateur sports.

Rev. Bob Richards, director of the Wheaties Sports Federation, holds the Olympic record in the pole vault. His duties with the Federation entail promoting increased participation in sports and recreation activities.

Harry A. Stuhldreher, assistant to vice president of personnel, U. S. Steel Corp., was one of Notre Dame's four horsemen and former football coach at Wisconsin.

Of the 16 nominees submitted by NIRA Directors, these judges will select the one company with NIRA membership considered to be the most outstanding in the furtherance of industrial recreation. The winner will receive the new Helms rotating trophy, with a replica awarded to its recreation director.

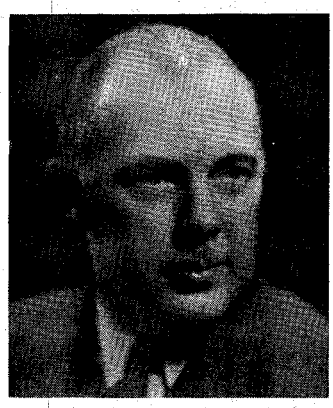
Presentation ceremonies will take place May 27 in Philadelphia during the NIRA conference.



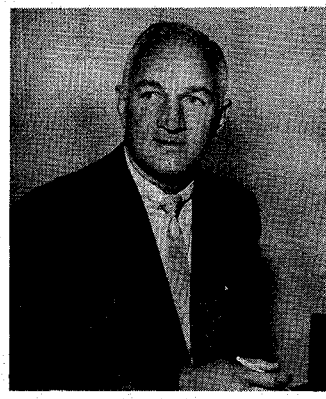
THEODORE P. BANK
President
Athletic Institute



ROBERT COX
President
U. S. Junior Chamber of Commerce



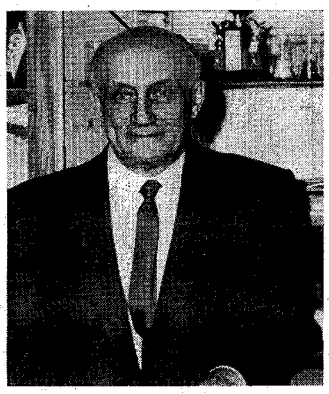
FLOYD R. EASTWOOD
Associate Dean of Students
Los Angeles State College



TOM HARMON
Sports Director
KNX, CBS Radio



SIDNEY L. JAMES
Managing Editor
Sports Illustrated



SAM C. MONETTA
President
National Sporting Goods Assn.



REV. BOB RICHARDS
Director
Wheaties Sports Federation



HARRY A. STUHLDREHER
Assistant to Vice President
U. S. Steel Corporation

GET YOUR PROGRAM OFF TO A GOOD START







Now's the time to build fresh interest and enthusiasm in your program by adding the traditional American sport of shooting. It doesn't take much to get started and the natural demand will make shooting grow into a major part of your activities. Hunters want a place to get in off-season practice, beginners are fascinated by the challenge shooting presents and experienced shooters naturally fall into the role of instructor.

Write to our Shooting Promotion Department for free, helpful information on establishing rifle, pistol and shotgun shooting clubs within your organization.

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Start with complete HANDY-CARVE BILLFOLD KIT

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Why not add a leathercraft activity to your recreation program? No expensive equipment to buy $2.95 Handy-Carve Billfold Kit is all you need Build workshop later from the sale of finished leather items.

Employees will thank you for starting them on a lifetime of fun and profit. A hobby that adds insurance to retirement years.

Kit features exclusive Handy-Carve wonder tool. One tool performs all basic leather working steps; insures easy fast professional results. Kit complete; quality pre-cut leather billfold, goatskin insides with 3 pockets, lacing holes punched, leather lacing, lacing needle, Handy-Carve Tool, leather finish, instructions and pattern.

NATIONAL INDUSTRIAL RECREATION ASSOCIATION NIRA

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DISCOUNTS AVAILABLE TO YOUR EMPLOYEES

FOR FURTHER INFORMATION and Free Brochure write Manager, Rockefeller Center Guided Tours, 50 Rockefeller Plaza, New York 20, N. Y.

RM INDUSTRY ITEMS

$30 Billion for Recreation

A recent report from the Stanford Research Institute estimates that Mr and Mrs. United States—and family—spend over $18 billion a year on recreation, hobbies, cultural activities, and education for fun or self-development Another $12 billion or more is spent on various forms of recreational travel bringing total yearly recreation expenditures to $30 billion.

Adjustable All-in-One Golf Club

Does everything a full set will do (See photo.) Just dial your shot on the "Adjustable" and its scientifically designed head adjusts to the correct position for every shot from driving to putting. Three lengths: 36" short, 37" medium, 38" long. Write for literature to: International Golf Products, Oakbrook Road 75, Hinsdale, Ill.



Bowling Is Cool Fun

For the second successive year American Machine and Foundry Company will sponsor a major summertime bowling promotion, according to an announcement by Frank P. Downey, AMF vice-president and head of the company's Bowling Products Group.

Advertising, stressing "bowling is cool fun," will be placed in national magazines, on network television, on local radio, and in daily newspapers.

"We have been extremely happy with the results achieved with last year's summertime program," Downey said. "We're certain it helped to introduce thousands of newcomers to the sport."

"There is a definite trend toward

ncreased leisure activity during the summer months," Downey pointed out, 'and this, coupled with the fact that bowling lanes offer maximum availability during the summer, makes this period ideal for promoting the sport."

Bowling proprietors throughout the country will soon receive promotion kits containing materials designed to support the program.

To promote summertime bowling, Don L. Neer, NIRA executive secretary, has suggested that industrial recreation directors contact local proprietors to work out effective summertime programs for their employees.

Do-It-Yourself Worms

If do-it-yourself enthusiasts and fishermen have anything in common, the fishing bait version of the hula-hoop craze is here.

Fishermen can now make their own plastic worms in their kitchen ovens at a fraction of the cost of manufactured worms.

A development of the Plastic Mold Company of Blue Springs, Mo., the worms are made by baking liquid plastic in an aluminum mold for 15 minutes. Each bottle of liquid plastic makes 125 (or more) six-inch worms, for a cost of only 2.5 cents each. Liquid plastic and the molds are furnished by the company.

The plastic worms are odorless and far more acceptable to women who don't like to bait live worms.

Cook Outs in Industrial Parks

The Parkmaster, with 15"x22" cooking surface, wide utensil shelves, positive draft control and swivel-mounted body, is designed for recreation area cookery. Installation costs are low and ash removal quick and easy. For complete specifications, write Hancock Iron Works, 50 W. Pike St., Pontiac, Mich.

New H & B Yearbooks

The 1959 Famous Slugger Yearbook is ready for distribution. In addition to an exclusive article by Stan Musial on "Rules for Hitting," there are 60 pages of baseball interest including pictures of the past season's outstanding sluggers, records and highlights of the thrilling 1958 World Series, etc.

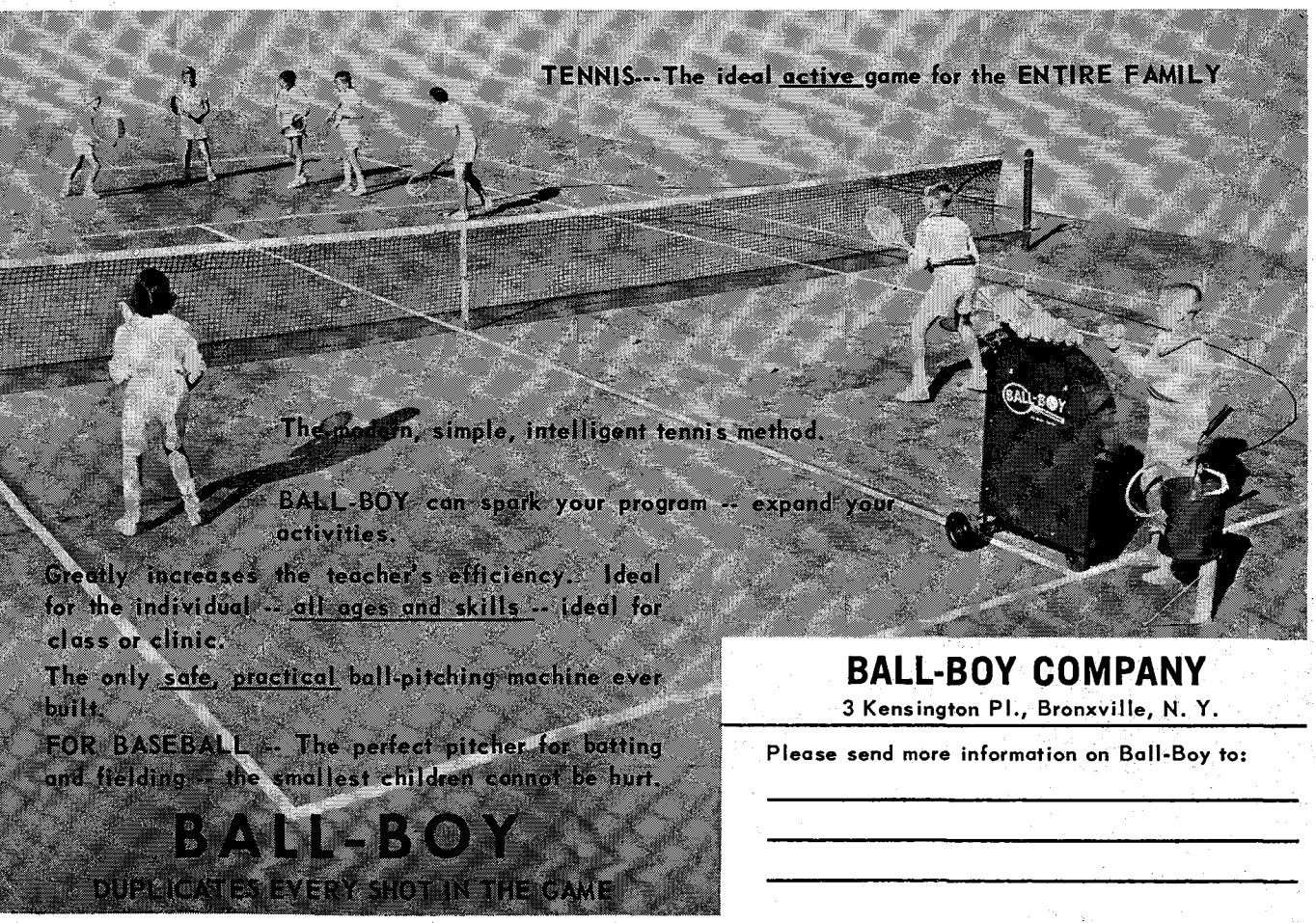
Hillerich & Bradsby has also released the 1959 edition of "Official Softball Rules" which includes rules for both fast-pitch and slow-pitch softball, pictures of winning teams and records of the 1958 season.



The two books may be obtained free at your sporting goods dealers throughout the country or direct from the Hillerich & Bradsby Co., Louisville, Ky., at 10c each to cover mailing.

Big Five in Sports Equipment

As revealed by a SPORTING GOODS DEALER survey, the following lines comprised the "big five" in sports equipment sales in 1958: (1) fishing tackle, (2) hunting equipment, (3) arms and ammunition, (4) athletic equipment, (5) archery. Archery hit the "top five" for the first time.



BALL-BOY COMPANY
3 Kensington Pl., Bronxville, N. Y.

Please send more information on Ball-Boy to:

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TIPS ON VISITING EXHIBITS

The exhibit hall provides an interesting and colorful opportunity to find solutions to problems and discover new ideas to develop. Here's how to make the most of i

Reprinted from the RETAIL LUMBERMAN as condensed in the ADVERTISER'S DIGEST



ASK QUESTIONS, sample the product, take notes, as these men are doing, and your visits to the exhibit hall will be highly profitable.

The convention exhibit hall is usually the finest concentration of information, product samples, ideas and better business aids that a business man can see assembled in one place.

Yet, only a small percentage of conventioners take anywhere near the full advantage of this opportunity which is usually so colorfully and interestingly set before them.

The reasons for attending the convention are numerous. Business, usually, is the chief reason for coming, for the entire program naturally is built around better products, methods and ideas. There are other reasons, however, including the relaxation of the trip, the renewal of old friendships; and respite from the pressures of business.

From the business end of conventioneering, there are the chances to learn answers to business problems in addresses at the meeting sessions; to make contact with manufacturers, wholesalers and distributors; and to pick up offered programming aids and ideas.

Obviously you do not want to spend every minute between the scheduled business and entertainment sessions on the exhibit hall floor. The question is how to get the most out of the exhibits.

Prior to leaving for the convention, make a list of the problems bothering you during the past year. It may be wise to make notes on the particular companies or individuals you may wish to contact for assistance.

Too often, the conventioneer makes one quick spin around the booths, picking up samples of almost everything which comes within his reach. Seldom does he have questions, and often he waits until a period when representatives are not on hand to slip up and pick up items in which he may be interested. This is a process for short-changing himself.

Generally, field men agree a "two-trip" tour does the job best for a conventioneer:

Trip One: a general swing around the exhibit hall gathering materials o a "once-over-lightly" basis, noting in dividuals and firms with whom yo may wish to discuss matters later, o whose displays or products arouse you interest.

Trip Two is more specific: now yo get down to details, going back t selected booths, asking questions, dis cussing problems, enlarging your li brary of literature on special interes items.

The exhibitor's representative i there to provide service. He is there t make sales, of course, and often does But just as important, he is there t answer questions and help with prob lems which may have developed in re gard to his product or service. He ca suggest ways and means for merchan dising and perhaps new uses.

At a convention you have your ma trapped! Pin him down on service an delivery, on promises not kept, o product malfunction. Suggest more (o less) frequent calls. Invite a sales pitch Make him show you why his product i better.

Be charitable to the exhibitors. The have gone to considerable effort an expense to come to the convention, se up and assign men to help you. Le them make their pitch . . . you migh be interested. It pays to attend a con vention with an open mind.

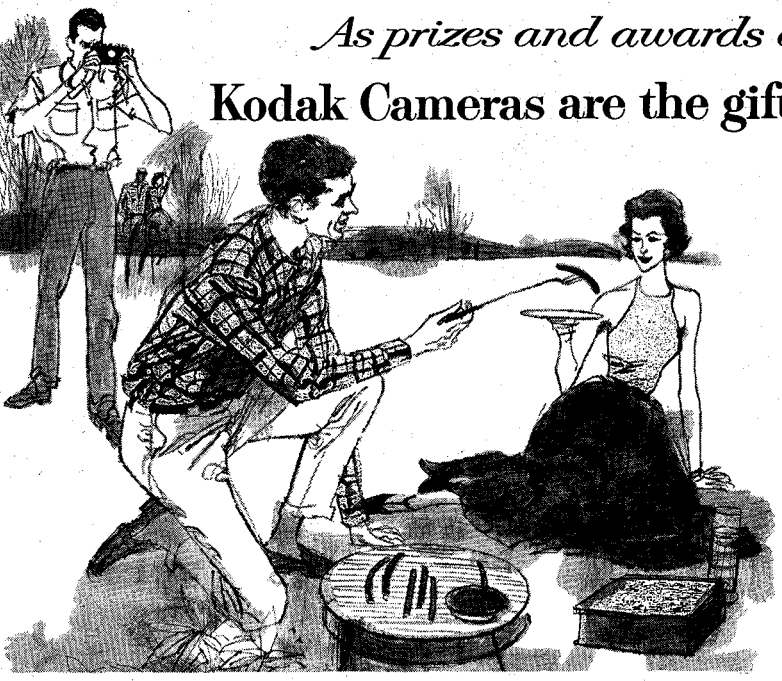
What about exhibitor literature? Load up! On your quick tour aroun the booths, gather up any and all ma terial offered if it has the least bit o application to your problems. On th specific tour you will have a chance t concentrate on those firms which pro vided the materials most interestin and potentially useful to you.

By all means, judge each piece o material prior to discarding it. Som you haven't seen before, some yo have. Reconsider the familiar, and give every consideration to new material.

So now you are back home. Th convention can do you plenty of good but not if everything garnered there— materially and mentally—is forgotten Take each idea, product date, merchan dising suggestion, sales aid and tale o "success stories". Examine each indi vidually, and determine if it might no be put to work for you.

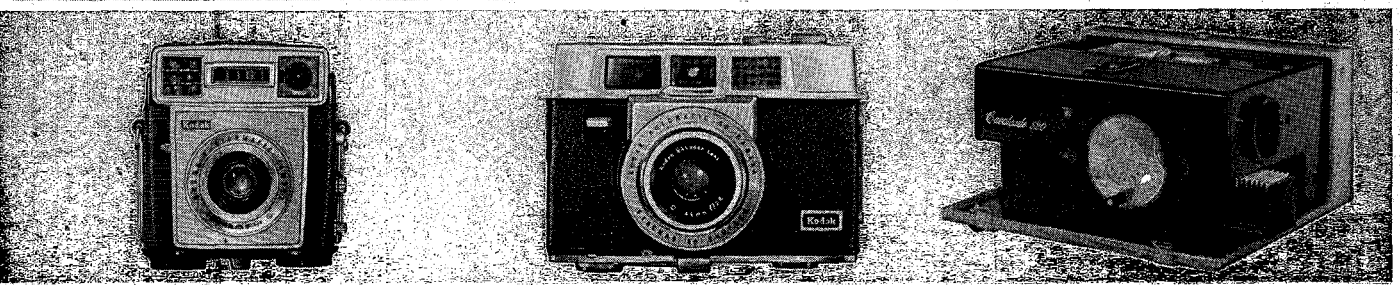
As prizes and awards at company outings...

Kodak Cameras are the gifts that complete the picture!



IMAGINE the thrill your employees will feel on receiving such prizes! And now, great new automatic features, as shown below, make Kodak cameras more desirable than ever! These Kodak cameras build good will as no other gifts can—provide "permanent" enjoyment on through the years to both employees and their families!

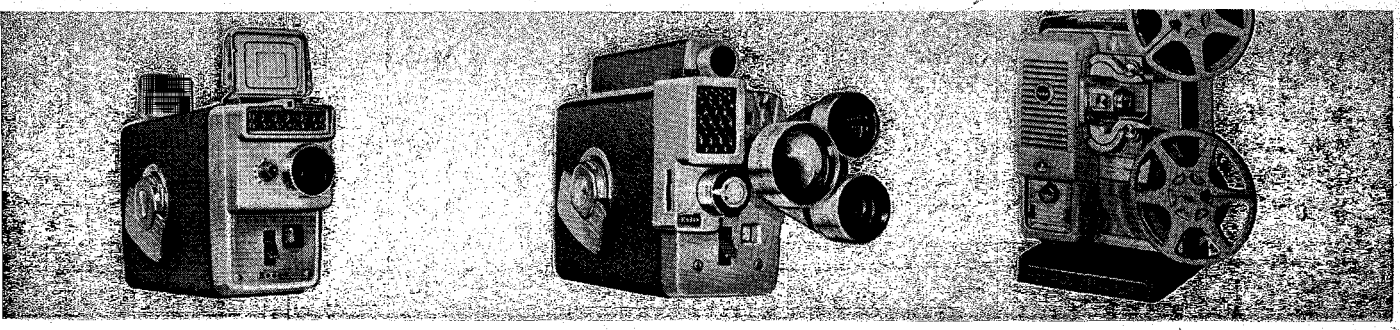
You'll find just the right items for your company's employee programs—as prizes for contests, as retirement or anniversary gifts, as suggestion incentives—in Kodak's full line of "most-wanted" values from $4.25 to $850. Mail coupon for further details. Prices are list and subject to change without notice



NEW Brownie Starmatic Camera has built-in electric eye, gives you sharp, clear pictures—*automatically!* Just aim and shoot—it does the rest! Takes black-and-whites, color snapshots, *and* color slides. $34.50.

NEW Kodak Automatic 35 Camera with electric eye selects the correct lens opening *automatically!* You get the right exposure every time! *Plus* . . . simplest loading ever . . . easy zone focusing . . . fast *f*/2.8 Ektanar Lens. $84.50.

NEW Kodak Cavalcade 520 Projector changes color slides by itself! Just turn it on, then sit back and enjoy the show. Has 500-watt illumination, *f*/3.5 lens. Gives amazingly sharp, bright screen images. $124.50.



NEW 8mm Brownie Automatic Movie Camera, f/2.3, automatically sets itself for any light. You shoot in sunlight or shadow *without resetting.* Lowest priced automatic movie camera ever. Only $74.50.

NEW 8mm Kodak Cine Automatic Turret Camera, f/1.9, automatically adjusts to *any* light, yet you can lock the lens at any opening for special lighting effects. Takes regular, wide-angle, telephoto scenes. Built-in Type A filter. $124.50.

NEW Automatic Kodak Cine Showtime Projector, Model A20, threads itself! Simply slip 8mm film into slot —and it feeds through projector and onto take-up reel *automatically!* Fast *f*/1.6 lens. $137.50.

If it's made by Kodak, it's most wanted by your employees!

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

MAIL COUPON TODAY

EASTMAN KODAK COMPANY, Premium Sales Office, Rochester 4, N. Y.
Gentlemen: Please send me more details on promotion opportunities with Kodak premiums. **245-5**

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Kodak
TRADEMARK

Newcomer to "Top Ten"

Based on new NIRA survey, employee travel will crash top ten most popular recreation activities this year

Five years ago, employee group travel barely existed.

By the end of this year, this rapidly growing activity will rank among the ten most popular industrial recreation programs.

Travel's swift flight to the top is predicted by a NIRA study of 1958 company travel programs and includes 149 responses to a sampling of large and small firms throughout the U. S. and Canada.

Survey results (see tables below) show that 37.5% of the companies responding offered some form of travel activity last year.

To find travel's relative standing among recreation activities, these results were compared with the findings of a comprehensive survey completed in 1957. At that time, the following ten activities were most frequently included in company programs.

When considering these figures, it should be remembered that they represent activities in NIRA member companies, not every firm in the country.

Assuming that these ten showed no appreciable increase or decrease last year, travel ranked as industry's 11th most popular activity in 1958.

Bowling	94.1%
Golf	92.9
Softball	90.8
Basketball	72.5
Picnic	69.6
Christmas Party	51.3
Table Tennis	41.2
Horseshoes	40.8
Fishing	40.4
Bridge	37.8

That travel will jump into the elite top ten this year is almost a certainty.

Both horseshoes (no. 8) and bridge (no. 10) have shown slow, but steady, declines in popularity for the past ten years. For example, horseshoes' present 40.8% is a 10% drop from 1947.

Travel, however, should still be riding a boom. Of the 93 companies which indicated no travel activity in 1958, 34 (or 36.6%) of these stated that they were either interested in starting a program or already had travel activity under study.

Should the plans of only one-fourth of these materialize, travel's popularity in 1959 should show an increase to 42.9 per cent and would jump to sixth place on the list.

Travel's closest competition in its rise to the top will probably come from rifle and pistol shooting which held a 34.1% popularity rating in 1957.

As could be expected, foreign travel boasts by far the greatest attraction for industry's tourists. Of the 56 companies which sponsored tours, 44 went overseas. Of the 12 domestic tours New England and New York were the favored destinations.

Almost four out of five foreign tours headed for Europe, with Hawaii a distant second in the popularity race.

Generally, the foreign trips were scheduled during vacation or plant shut-down periods with the groups spending about three weeks on the road at an average cost of $609 per traveler.

However, the variations from the norm were considerable, ranging from five days in Mexico to 31 days in seven European countries.

Similarly prices ranged from a low of $225 for a week in Bermuda to $825 for that month long European excursion. All figures cover total costs including tour, meals and transportation.

The low cost of these tours, of course, is the fundamental reason behind the upsurge in group travel. Group travel, in turn, has been channeled to industry because the company or the employee recreation association provides the organization and leadership necessary in planning and conducting such a group effort.

As a result, thousands of people, who never before had an opportunity to travel, can take advantage of the newest group programs and economy tours.

1958 NIRA SURVEY OF INDUSTRIAL TRAVEL PROGRAMS

How Many Went?

	Responses	Per Cent
Conducted employee tours	56	37.5
No travel activity	93	62.5
	149	100.0

For How Long and How Much?

	Average
Number of days on trip	18.6
Cost per individual	$609.00
Number of people in group	112

Where Did They Go?

	Responses	Per Cent
Foreign countries	44	78.6
Domestic points of interest	12	22.4
	56	100.0

What About '59?*

	Responses	Per Cent
Interested in starting	16	17.2
Activity under study	18	19.4
	34	36.6

*Includes 93 companies sponsoring no activity during 1958.

BASKETBALL'S DIXIE TOURNAMENT CLASSIC

In Greenville, S. C., everyone knows the textile tourney is the greatest basketball show under one roof in the land

With some 700 players representing 6 teams, the Southern Textile Basketball Tournament is undoubtedly all that they say it is.

If it's not basketball's biggest tournament, surely it's the biggest played under one roof.

If you doubt it, here are the figures you have to beat: during this year's four-day event, 69 games were played in two courts at the new Municipal Auditorium in Greenville, S. C.

With 24 games slated for the first day, play started at 9 a.m. and continued without a break until 9 p.m. This pace, of course, eased up as teams dropped from contention, and final and semi-final games were played on the auditorium's main court.

That's a lot of basketball, but this year's tournament was by no means a record. Every spring since 1921, Greenville has been invaded by hundreds of basketball players who make their living working at textile plants throughout the Southeast.

Sponsored by the Southern Textile Athletic Association, the tournament was originated to provide recreational activity for textile employees.

And this it does. Competition is held in four classes: Open, Class B and C Boys and a girls' division.

In all but the open division, all players must derive their livelihood from the plant they represent or receive over half their support from parents who are on the payroll of the plant they represent.

The one exception to this rule, the open division, wasn't intentional. Rather, it was forced upon STAA officials this year when only two teams qualified under the eligibility rules for the former class A men's division.

As a result, class A was opened up to independent teams, and an old problem for industrial sports programs confronted the STAA.

Should they operate the tournament strictly within the definition of recreation or open it up to attract top amateur teams and possibly a bigger gate?

The STAA voted to do both. Next year's tournament will again include the newly-created open division with any team eligible, subject to approval by the executive committee. The class A division, strictly for bona fide employees, will be reinstated.

Should increased attendance result, the tournament could benefit. The STAA, which is entirely self-supporting, stages the event each year without outside support.

However, the textile tournament is no slouch as a spectator attraction. This year, 5,000 fans watched the championship game between the Piedmont plant and the Monaghan plant, both divisions of J. P. Stevens & Co., Inc.

Piedmont successfully defended its title, 91-84, to become the first team to win two years running since the Pelzer Plant of Kendall Cotton Mills turned the trick in 1954-55.

Although the majority of teams come from South Carolina, Alabama, Florida and North Carolina were also represented. Most widely known companies included Chemstrand, Owens-Corning Fibreglas, Joanna Western Mills and Riegel Textile Corp.

STBT FINALS

OPEN MEN'S DIVISION
Championship
Piedmont (Stevens) 91, Monaghan (Stevens) 84
Consolation
Carolina Plating & Stamping 79, Greer-Victor (Stevens) 75

CLASS B BOYS' DIVISION
Championship
Piedmont (Stevens) 88, Greer (Stevens) 71
Consolation
Style Crafters 78, Southern Bleachery 68

CLASS C BOYS' DIVISION
Championship
Monaghan (Stevens) 56, Woodside Mill 54
Consolation
Quinn Machine, 52, Greer (Stevens) 41

GIRLS' DIVISION
Championship
Utica Mohawk 51, Slater (Stevens) 39
Consolation
Abney Mills 55, Reigel Textile Corp. 47

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Show 'em a golf film

Try a film to highlight your golf league planning sessions or to start your season with a bang. Here are a few suggestions culled from the golf film list of the National Golf Foundation, 407 S. Dearborn, Chicago, Ill.

Keep 'Em in the Fairways, 16mm, b&w, 38 min., free loan
A golf teaching film classic co-sponsored by the PGA and LIFE Magazine. Highly interesting use of split-screen technique showing the swing of a pro in slow motion on one half and the swing of an ordinary golfer on the other. Motion is stopped to point out difference in good and bad positions. Features Sam Snead, Cary Middlecoff, Byron Nelson, Louise Suggs and other stars. Available at all LIFE offices or the Professional Golfers Association, Broadway and Main, Dunedin, Fla.

Golf Magic, 16mm, b&w, 9 min., rent $1.50
Demonstration of trick golf by Jack Redmond. Will amuse and amaze all, showing a smart player doesn't even need clubs. Gallagher Film Service, 113 S. Washington St., Green Bay, Wis.

The Rules of Golf, 16mm color, 17½ min., rent $15.
Explains, in a series of entertaining sequences, the rules of etiquette on a golf course. The "reason why" of each rule is explained by Lindsay Nelson. Introduction by Robert T. Jones, Jr. National Educational Films, Inc., 165 W. 46th St., New York 36, N. Y.

Keystone of Golf, 16mm, b&w, 32 min., free loan
Lawson Little, Horton Smith, Jimmy Thomson and Harry Cooper demonstrate proper form in slow motion. Directed by Bobby Jones. A. G. Spalding Bros., Chicopee, Mass.

The Basics of Better Golf, 16mm, b&w, 30 min., free loan
Jug McSpaden, famous golf champion and instructor helps the average golfer improve his game in this entertaining Film. Palm Beach Co., 200 5th Ave., New York 10, N. Y.

TIRED BLOOD?

If you need "new life" in your present program,

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at our annual Conference and see the new

"JEWEL CREATIONS"

Do-it-yourself costume jewelry exhibit

Being Professional

BY H. D. EDGREN*

A professional in industrial recreation is *not* an identi cation of academic background. It is a *quality* of wor manship which makes one more than a technician. professional knows *why* he is offering a particular progra as well as the how and the what.

The following creed are the specifics that identify t professional director.
I am a professional:

When I have determined goals to be sought in the liv of individual members.

When I believe that the individual is more importa than the activity.

When I use the activity as a means of achieving goa in the life of the person.

When I am willing to recruit and train leaders ar thereby magnify myself.

When I'm emotionally mature enough to stay in t background and let the lay leader assume the for ground and permit some of his needs to be met.

When I have developed insight in understanding ind viduals.

When I have mastered the technique of instruction ar leadership.

When I have the ability to administer a program wi efficiency and effectiveness.

When I recognize that offering a volunteer the oppo tunity of *rendering service* is giving him a chance f some of the finest growth experiences.

When I see in the program of my company one of t essentials that make life full and abundant—an essenti in the life of the individual along with food, clothin and shelter.

When I see in my efforts the realization of values i herent in the objectives of industrial recreation.

*One of the nation's leading authorities on industrial re reation, H. D. Edgren is Professor of Recreation Leade ship at Purdue University, Lafayette, Ind., and Researc Director for the National Industrial Recreation Associatio

Your Recreation Program Needs Refreshment Facilities



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R|M LETTERS

Where Was ARS?

Why Was ARS Omitted?

Yesterday, on my weekly trip to the North Carolina Recreation Commission office, everything was astir regarding the page in the March issue of RECREATION MANAGEMENT dealing with the article "Who's What in Recreation." We were tremendously hurt, and I certainly was personally deeply hurt that the American Recreation Society was not included. There was a very nice advertising column that could have taken care of ARS, but the deepest concern to me is to wonder why ARS was omitted. It is the only fellowship organization in the United States giving its full attention on a broad basis to the recreation movement. The NIRA deals with a specialty—employee recreation. The NRA is a service organization in a professional fellowship group, and I think the AAHPER is only a part, and a very small part, of this organization as far as recreation is concerned. Truly, one of the greatest needs in our profession today is to bring together the organizations which are primarily giving their life's interest to recreation. That is our big task professionally,

Harold D. Meyer, Chairman
Recreation Curriculum
University of North Carolina
Chapel Hill, N. C.

ARS Should Be Included

I enjoyed your March issue of RECREATION MANAGEMENT very much, however, I would like to bring to your attention what I consider an omission on page 25 of the March issue. The American Recreation Society should be included along with the other associations mentioned to complete the picture of recreation in the United States.

W. N. Leuthauser
Director of Recreation
City of Boulder, Colo.

You Left ARS Out

The magazine gets better every issue. We know something of the work agonies which go into such a professional quality "spasm" so, possibly, are especially appreciative of what you and your staff have done for NIRA. An official organ is very important to a professional membership body, so we hope that the membership of NIRA is appreciative of this fine resource and that full support is continued for it.

As a member of the Executive Board of AIPE and a member of AAHPER since 1926, I appreciate the "Who's What in Recreation" article and the information about them.

In the story, however, you left ARS out. It is the largest professional recreation membership group of any, even if the figure is accepted which AAHPER claims as indicative of that part of its membership who have recreation even as an interest or responsibility. ARS has, no doubt, the smallest operating budget which was, surely, not the cause for leaving them out. It is a virile, growing, progressing organization which has always recognized the quality of NIRA services and the need for them.

It is a member of the Federation and would logically have been accorded th place which you gave to NRA. In a lat article you might, then, have grouped th service organizations such as the Athlet Institute, NRA, Golf Foundation, the boatin and fishing foundations, etc.

I have received two notes and three phon calls from North Carolina recreators wh in all instances, were surprised and critic that ARS was left out of your article. On of them said, "Look at the services AAHPER,—'promotes relationship of recre tion to education.'

"When are we bona fide recreator whether in industry, municipalities, or oth aspects of the field, going to join and sta to combat this unrealistic attitude that implied in the article but stated many tim by AAHPER. I refer to the physical educ tion people's attitude in which recreatio is envisioned as a part of a physical educ tion program. The contrary, of course, much nearer to the realistic fact."

The opportunity for emphasis on th proper grouping of national profession and service bodies for recreation has bee lost to some degree by the selections an omissions in this article.

Ralph J. Andrews, Director
North Carolina Recreation Commission
Raleigh, N. C.

EDITOR'S NOTE: R/M agrees with reade Meyer, Leuthauser and Andrews that AR should have been included in the artic and made several attempts to obtain th necessary information. As announced January R/M, the story, with ARS, was appear in the February issue. No word w received from ARS and the story was pos poned one month. The March deadline can and went without as much as an a knowledgement from ARS. Later, it was e plained our requests were overlooked in th rush of a heavy schedule. Three mont late, here is the information:

American Recreation Society, 1129 Ve mont Ave., N.W., Washington 5, D. C. Ye of incorporation: 1938

Primary area of service: anyone w is a professional in recreation and su scribes to the Society's objectives.

Purpose: to further the interest of recre tion, its personnel in the profession, and foster and maintain high standards of pr fessional qualifications.

Membership: 5,064 individuals.

Budget: $42,000.

Services: Publishes the ARS Bulletin a Newsletter, promotes adequate programs pre-service and in-service professional edu tion for recreation personnel. Presently re resenting 2500 recreation personnel in revision of the GS-188 Recreation Seri Supports legislation for the development o Federal Recreation Service and budget ite for U. S. Park and Forest services.

Conference: Held jointly with the NR Sept. 28-Oct. 2, Chicago.

Bowling Survey

The bowling survey published in the April issue of RECREATION MANAGEMENT is very comprehensive and very well done.

Jerry F. Donovan
Advertising-Public Relations
AMF Pinsetters, Inc.
New York, N. Y.

Your April issue published the results of a very comprehensive survey on bowling. I find that the information contained will aid greatly in the organization of our bowling leagues.

If copies of past surveys, on other activities, conducted by RECREATION MANAGEMENT are available, I would like to request that they be forwarded to me to aid in the planning of our recreation program this year.

Bruce Magill, President
Marquardt Recreation Club
Van Nuys, Calif.

EDITOR'S NOTE: For others interested in past surveys, the data published in R/M Research Reports during the past year and a half will be reprinted in a future edition of the NIRA Newsletter.

Art Scott

I was extremely pleased and deeply appreciative of the story that was featured in the April issue of RECREATION MANAGEMENT on Art Scott. It was a fitting tribute to a wonderful person who was dedicated to the advancement of recreation. I also feel qualified to express the sincere appreciation of the management of the Boeing Airplane Company regarding this story.

Cam Haslam, Recreation Supervisor
Boeing Airplane Company
Seattle, Wash.

Local Fish-A-Rama

We are planning this year to hold local Fish-A-Ramas for Tokheim employees, patterned after your National Fish-A-Rama. We would like to tie this into the national contest, assuming one is to be held, and if so, we would like to know the time and the place if these have been set.

Also, could you provide us with a set of the rules established for the national contest, and any other material which you think might be helpful to us in setting up local contests.

Fred J. Morse, Manager
Tokheim Athletic Association, Inc.
Fort Wayne, Ind.

EDITOR'S NOTE: Coming right up—the June issue of R/M will contain a special feature on fishing contests of all kinds suitable for industrial recreation programs. The story will outline all phases of setting up such contests.

The second annual NIRA Fish-A-Rama will be held again this year on Kentucky Lake near Paris, Tenn. Tentative dates are October 9-10. Complete details will also be announced in June R/M, and entry blanks will be mailed then.

"Let's Talk Travel"

Last year, we received copies of your pamphlet, "Let's Talk Travel," (reprinted from R/M). This pamphlet has proved very worthwhile and if possible would like to request 50 copies.

F. E. Coufal, District Sales Manager
Northwest Orient Airlines, Inc.
Seattle, Wash.

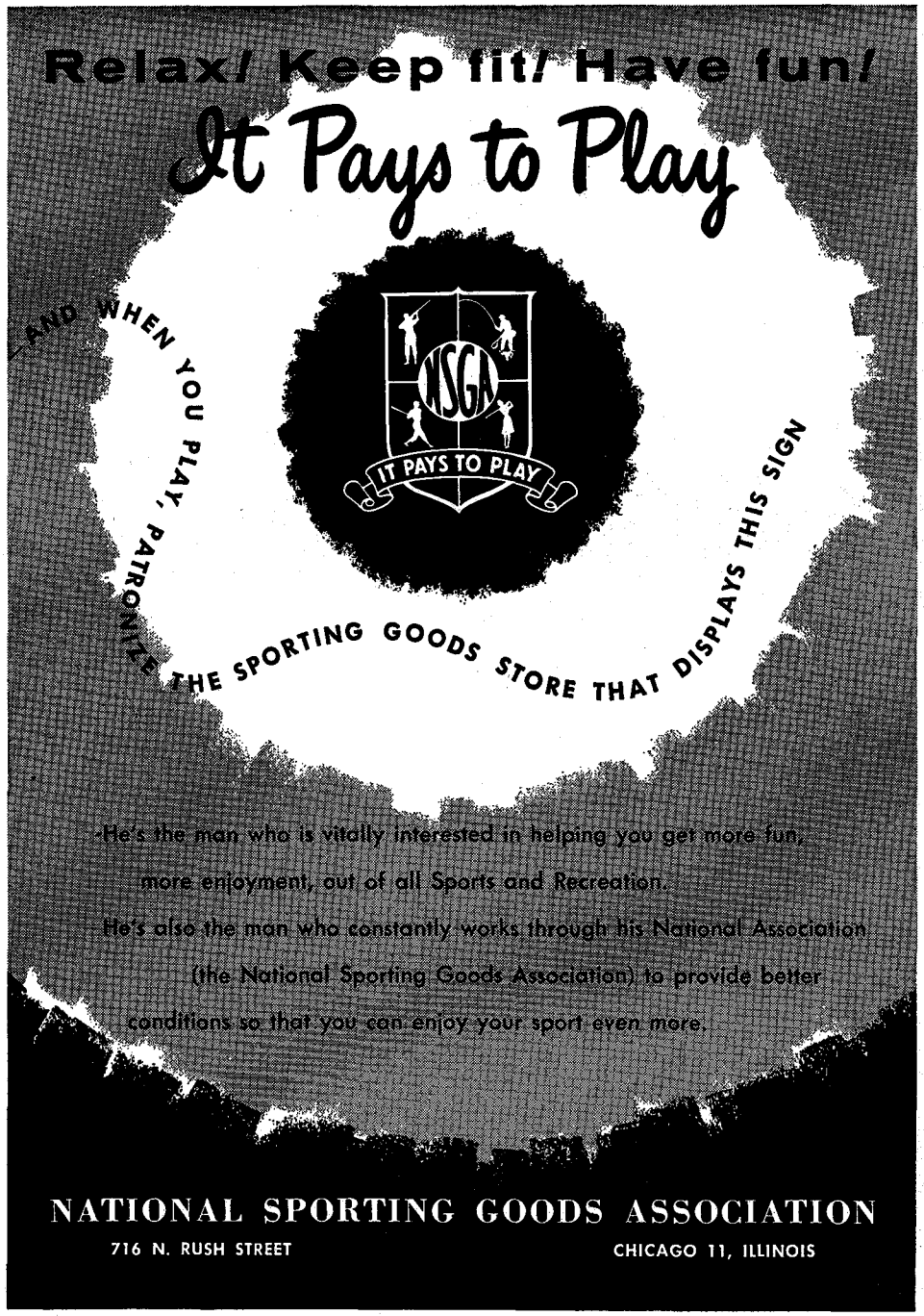
Industrial Music Roundtable

The third annual Industrial Music Roundtable will be conducted June 1-4, at the Allerton Hotel, Chicago.

The program has been cram-packed with informative and constructive activities designed to provide down-to-earth ideas and suggestions for better music organizations, improved programming, smoother handling of personnel problems and the ways commerce and industry can effectively contribute to the community cultural life through their music groups.

The agenda includes two days of workshop sessions and visits with two of Chicago's most prominent music organizations, Illinois Bell Telephone Chorus and Marshall Field & Company Choral Society.

Headed by its executive chairman, A. W. Pollum, Marshall Field & Co., the roundtable is a non-profit enterprise. For particulars regarding registration, write: Carol Ferry, Registrar, Apt. 305, 6118 Sheridan Rd., Chicago 40, Ill.



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CP16—RECREATION MANAGEMENT

College grad, with master's in community organization and 20-plus years experience in community center and social work seeks position in industrial recreation. Top references.
CP17—RECREATION MANAGEMENT

what's your RQ?

Submitted by: Carl Klandrud, Supervisor Personnel Service Section, Allis-Chalmers Manufacturing Company, Milwaukee, Wis.

Question: Even when playing nine-hole matches in the company twilight golf league, how can everyone finish his match before dark?

Solution: Time is an obstacle in running a plant golf league after work. At Allis-Chalmers we solved this problem by having more than two starting points on the golf course.

We start foursomes on the number 3, 5, 6, 11 and 14th tees besides the first and tenth tees. With this many starting places it gives us the opportunity of filling the golf course in about 30 minutes. Nine-hole matches are played.

A large blackboard is placed beside the first tee where each golfer signs his name as soon as he is ready to play. Each player knows the name of his opponent, and as soon as the two are ready to play, the starter sends them out, with another twosome, to one of the various starting tees.

Our day shift ends at 4:20 in the afternoon. In order to make it possible to start on all the tees, the non-league golfers are not permitted to tee off from the first or tenth tee after 3:30 p.m. We can take care of a league of 80 players under these arrangements.

All league matches also finish in a period of 30 minutes. There are the same number of "last holes" as starting holes. The compiling of scores, checking of points gets people better acquainted and makes interesting 19th hole conversation.

Submitted by C. J. Essig, Public Relations, Stephens-Adamson Manufacturing Company, Aurora, Ill.

Question: Games postponed by wet, unplayable grounds have thrown many a company softball schedule into chaos. How can this be avoided without a battery of groundskeepers?

Solution: Until the day someone invents a practical roof for a ball park, all baseball and softball teams will be faced with the constant problem of rained-out games. This problem also faced Stephens-Adamson Mfg. Co. of Aurora, Ill., sponsors of the Sealmaster Bearings softball team.

Stephens-Adamson started their program about 20 years ago with the thought in mind of giving their employees some recreation and attracting alert and competitive young men to the company.

Twelve years ago Stephens-Adamson constructed their own lighted softball field with bleachers to accommodate 1,300 people, locker rooms, concession stands and sanitary facilities. The program has advanced to the stage where the Sealmasters are drawing upwards of 1,000 people per night. The field is also used twice weekly by the Aurora Industrial league.

Since the field is used so often, and because it is impossible to re-schedule many rained-out games, Stephens-Adamson officials decided to purchase a treated nylon tarpaulin.

The 90-foot square tarp covers the entire skinned infield and foul areas. Although four or five men are usually used, the light weight of the tarp enables two men to place it in position in an emergency. It can be unrolled and placed over the infield in no more than four minutes and can be removed and stored on its roller in ten minutes.

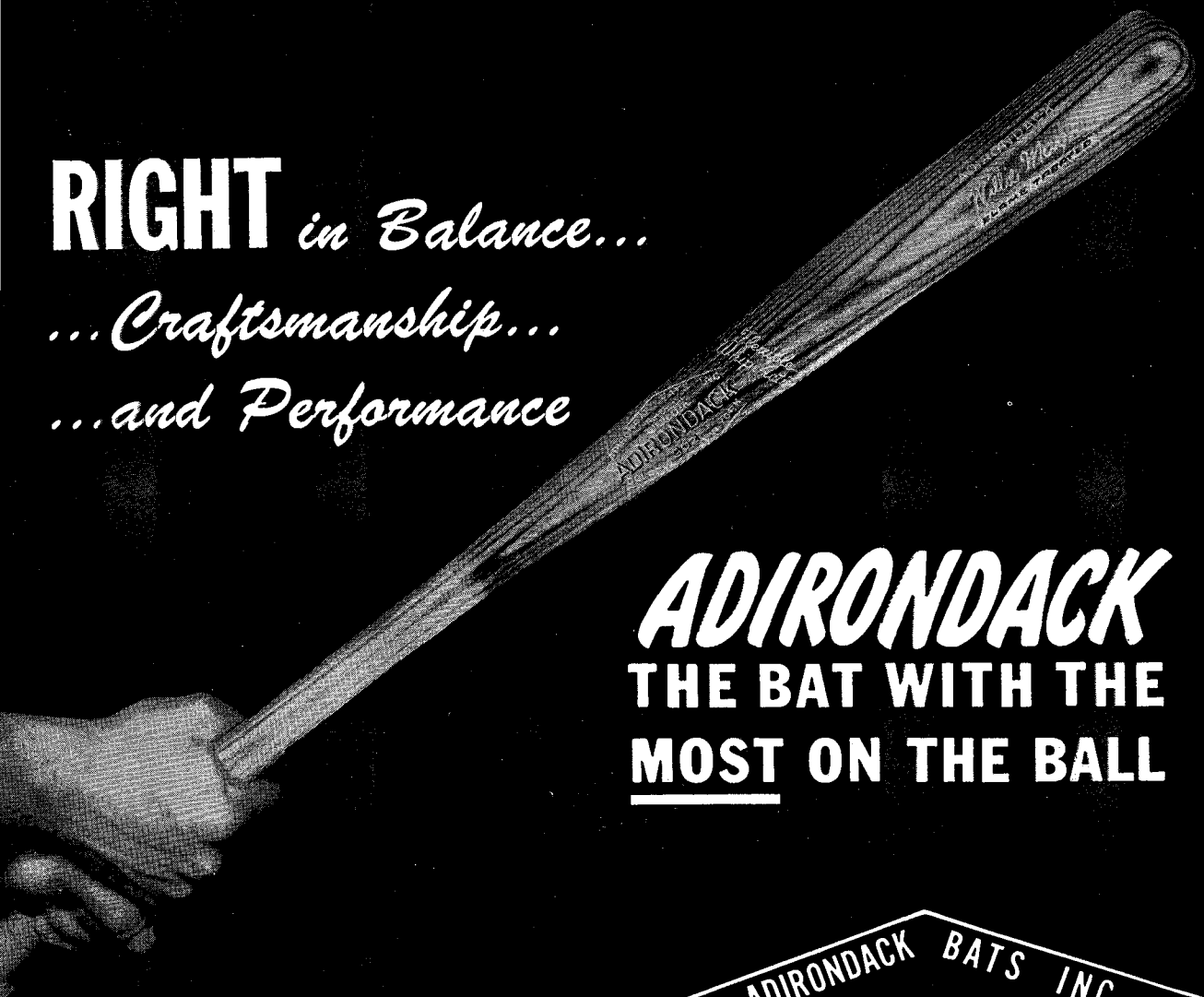
The roller itself was constructed of four steel barrels welded end to end.

Since the tarp was purchased two years ago, the Sealmasters have been rained out on only one occasion. This has saved the company many dollars in labor and supplies usually required in an effort to ready a field after a hard rain. It has also enabled their fans and employees to plan an evening at the ball park many days in advance with little worry of a rained-out game.

The tarp has also been loaned out on two occasions. Watseka, Ill., borrowed it for the Women's West Central Regional meet last year, and Clearwater, Fla., used it when they played host to the 1957 ASA World Tournament.

What's your recreation quotient? R/M bets that it's tops and will pay you to prove it. If you have found an unusually effective solution for one of the many problems that confront industrial recreation directors, jot it down and send it to RECREATION MANAGEMENT, 203 N. Wabash, Chicago 1, Ill. If it's published, we'll pay you $10.

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Employee Travel Programs for large or small groups are a major new recreational activity that can work for you without increasing your costs.

We are exhibiting in Booth 49 and are looking forward to seeing you during the convention.

Cordially,

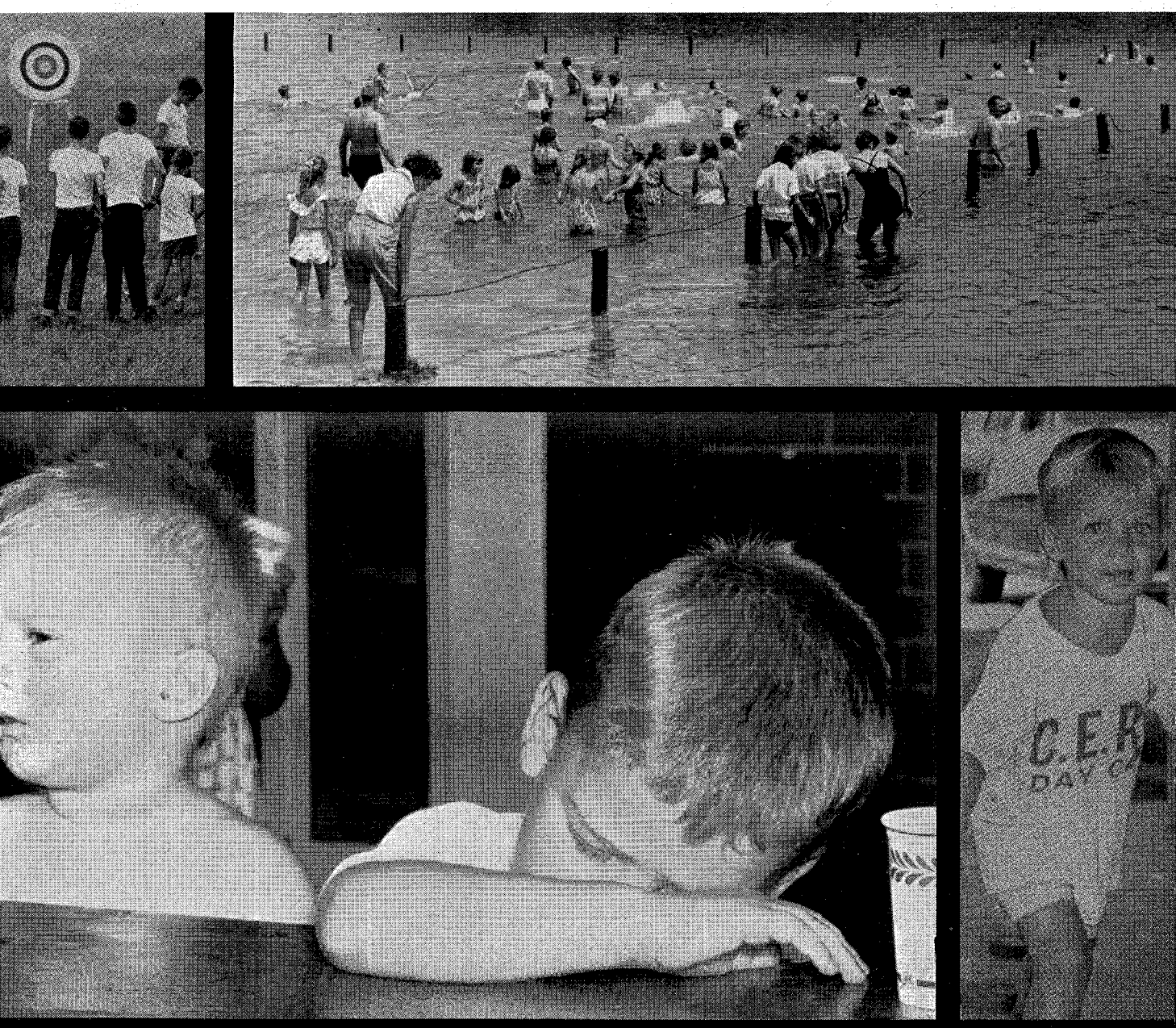
John Ricksen

John Ricksen
President

RECREATION MANAGEMENT

JUNE 1959

THE NATIONAL MAGAZINE OF RECREATION IN INDUSTRY



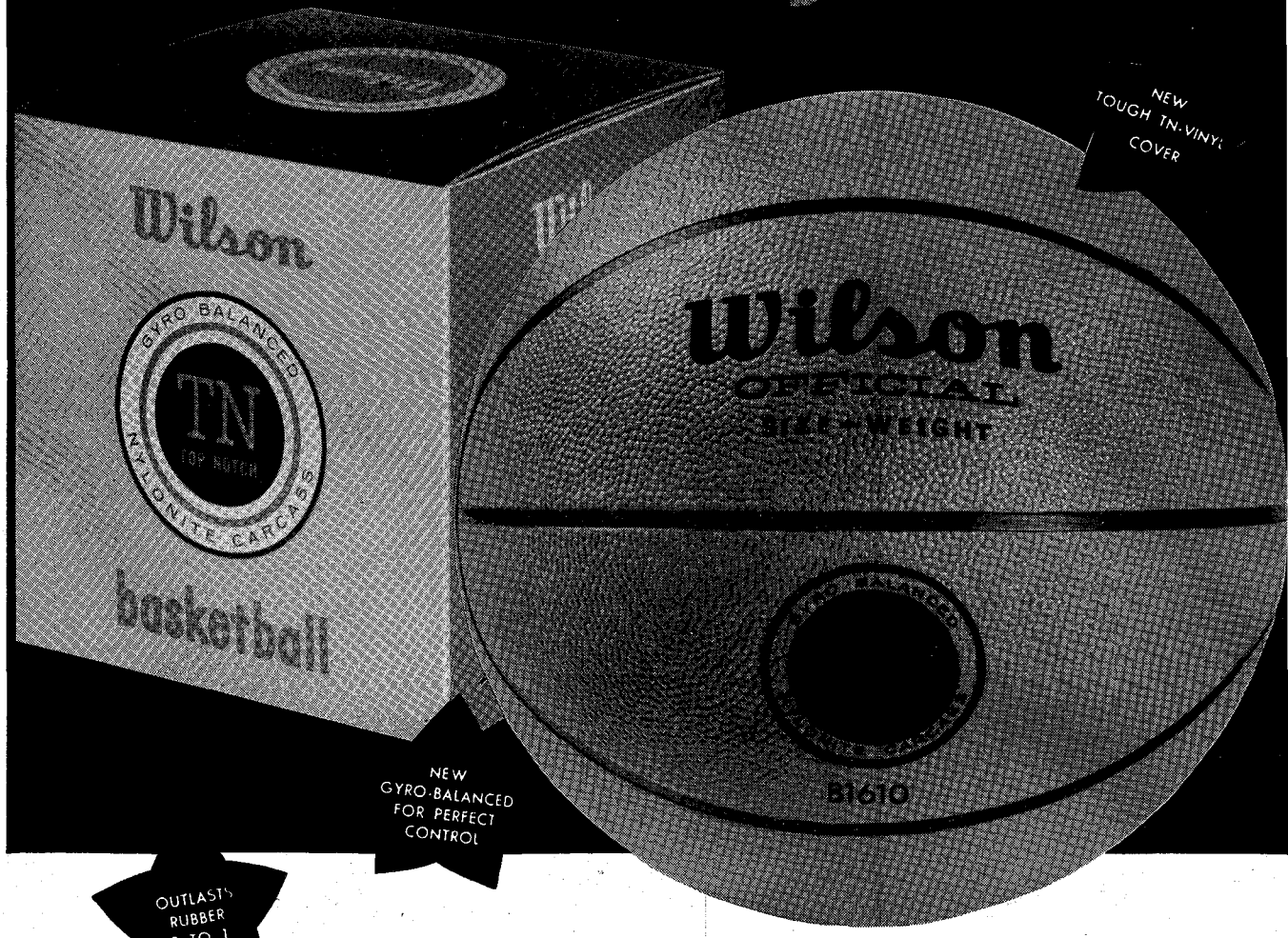
TOP MANAGEMENT SPEAKS ..... page 4

HOW TO STAGE FISHING EVENTS ..... page 6

STAR STRUCK ..... page 10

KERALAND, W. VA. ..... page 14

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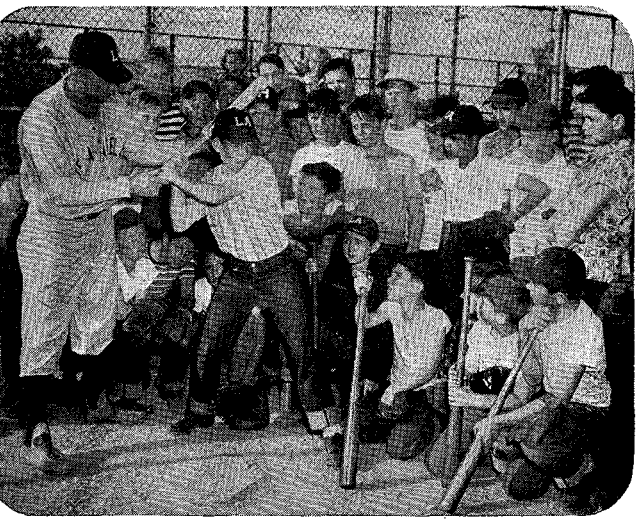
Watch for the colorful Wilson brochure on this sensational new line.

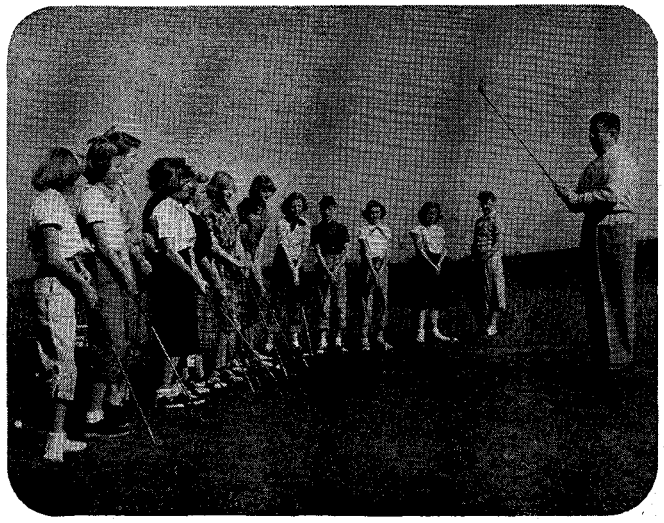
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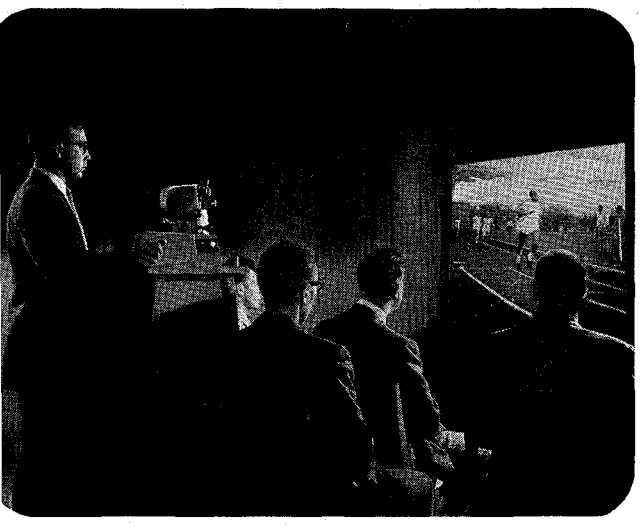
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People who "tee off together" are not apt to "tee off at each other," and contribute greatly to company success

Thompson workers long ago have learned to play as well as work well together. To this combination we attribute much of our company's success and complete freedom from labor strife.

There is nothing paternalistic about our Activities program. It is operated entirely by the employees with the guidance of our Activities personnel. All of our recreational activities—sports, social and cultural—are employee-desired, employee-supported and employee-operated. Eighty-five per cent of the program's expense is borne by the participants. Experience has shown that this gives the employee a sense of having a greater stake in the activities in which he or she participates and helps insure the success of the program.

No distinction is made between the factory, office and management members who participate in the various activities. We have no office or foremen's groups exclusively. All Thompson people share alike in such activities as chess, bridge, photography, Rod & Gun Club, horse-shoe, tennis, skating, softball, basketball, bowling and golf.

We learned long ago that people who "tee off together" are not apt to "tee off at each other." We have also learned that a truly successful activities program must embrace the entire family and so a large number of our recreational functions include the wives and children of employees.

Our annual Kids Fish Rodeo, giant Christmas Party, the annual company picnic and group picnics, the Young Folks Camp Week and Family Days at our plants, all make vital contributions to our human relations program which has given Thompson its reputation as "A Good Place to Work."

Thompson is proud to be a member of the National Industrial Recreation Association, and it is our hope that all industry, large and small, may some day become a part of this growing movement of furthering employee recreation, without which, we believe, no human relations program can be a complete success.



J. D. Wrigh

Board Chairman and Chief Executive Office

Thompson Ramo Wooldridge, Inc

Mr. Wright, (l) compares the scores at "Beat the Chairman Golf Day" when hundreds of Cleveland employees of Thompson Ramo Wooldridge, Inc., try to beat the boss's performance. Proceeds of the event go to the Babe Didrickson Cancer Foundation.

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Publisher.....DON L. NEER
Editor.....HOYT A. MATHEWS
Associate Editor.....PAULINE LIPSKY
Circulation Manager.....DOROTHY B. MORRISON

JUNE COVER—Little men, you've had a busy day. And so did hundreds of others at the 1958 Chemstrand children's day camp as the cover photo montague illustrates. For more pictures of this happy event which annually brings joy to Chemstrand parents and children alike, turn to page 8.

IN JULY R/M

CONFERENCE REVIEW

Complete report on 18th annual NIRA Conference and Exhibit, May 24-27 in Philadelphia, Pa., will spotlight important events and sessions including election of new officers, presentation of the first Helms Athletic Foundation Award for Industrial Recreation and the winners of the NRA-NIRA Postal Shooting Matches.

INDUSTRIAL GUN CLUBS

Special features will offer tips on organizing a gun club, ideas for building and sustaining interest through special activities and a look at new products and equipment that will make your program more exciting and pleasurable.

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HOW TO STAGE FISHING

Don't let the big ones get away. Here's an activity that can be tops in employee and family participation

There are 30 million fishermen in the United States according to latest reports.

Taking a calculated guess at the number of fishermen included in the nation's labor force, it should be safe to estimate that at least three out of ten employees take to the rod and reel with enthusiasm.

That makes fishermen one of the largest common interest groups in your company. Then add wives and children and you have the potential for a tremendously effective program.

Based on some form of contest or organized event, employee fishing activities can be planned to fit in well with any company program.

Taking tips from some of the most successful industrial contests plus the advise of experts in the fishing business, here are pointers and suggestions on how to conduct an employee fishing program.

GENERAL FORMAT

Principally, activities fall into two categories or a combination of both: (1) the season-long contest and (2) the one-day event.

In either case, however, certain standard rules must be developed. Specific regulations will vary in different localities, but the following main points should be covered:

1. Definite time limits during which the contest is open must be established.
2. Territory from which fish must be taken to qualify as legal entries should be set down. This may be limited to certain states or counties or to specific lakes and rivers. (May not apply to one-day events.)
3. All fish entered must be caught in strict accordance with existing fish and game laws.
4. Full data concerning time, place, weight, and tackle or method used must be given in writing, verified by witness and signed by the entrant. (May not be necessary in one-day event.)
5. The regular Sportsmen's Code should govern any situation not covered in the rules.

Usually a general classification of fish will also be prepared before the contest. By naming champions in each classification, greater interest and a more liberal distribution of awards is possible. The following classification serves as an example and should be altered and made either more or less detailed depending on local conditions:

A. Bass—includes large and small mouth species.
B. Trout—includes fresh water species of brook, rainbow, etc.
C. Pike—might include muskie, northern pike, walleye and pickerel.
D. Salmon—all species.
E. Pan fish—blue gills, sunfish, bream, crappies, rock bass and other such fish common to fresh water.
F. Salt water—a general classification or broken down into separate classifications for tuna, barracuda, channel bass, etc.

Contest judges will determine the best catch between different species entered in the same classification. For example, an 11 lb. smallmouth bass would win over a 15 lb. largemouth.

Judging is a vital factor to consider in planning a contest. Many methods of selecting the winners can be used, and the choice of any particular one depends pretty much on how you and your fishing committee want the contest to be run.

Do you want to pick the winning fish by weight alone, length alone, a combination of both, or a combination of weight, length and girth? Do you want to consider how the fish was caught, i.e. with live or artificial bait?

Generally, more detailed classifications mean more paperwork, but make judging easier, and vice versa. Some contests run into as many as 20 different classifications with separate entries taken, as an example, for smallmouth bass caught on artificial bait and smallmouth bass caught on live bait.

Finally, principles of running any good contest should be closely followed. Vigorous publicity before and during the contest is essential to success and don't neglect awards. Give them plenty of incentive.

Detailed below are suggestions for specific types of contests.

SEASON-LONG CONTEST

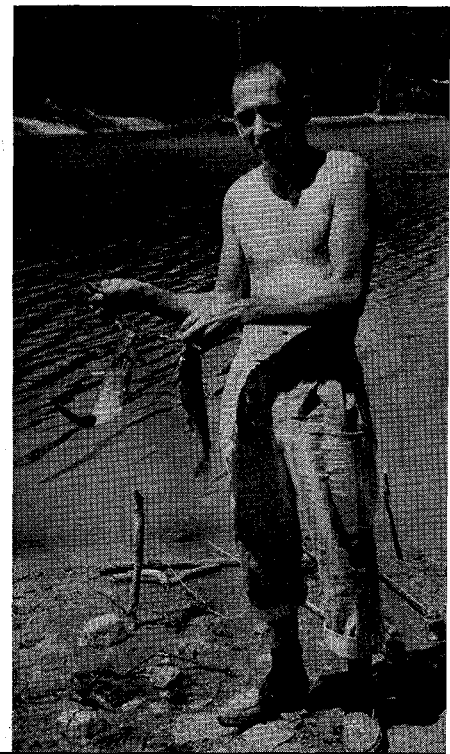
The Lakeside Press Employees Association (R. R. Donnelley & Sons Co., Chicago, Ill.) runs its contest all year long without any restrictions as to where fish must be caught.

Eight classifications are set aside for the most popular fresh water fish with two special categories, one for salt water fish and the other for less common fresh water species.

As a contrast, Aro, Inc., of Tullahoma, Tenn., runs its contest from April 1 to Sept. 15. Three classifications are open (large and smallmouth bass and crappie) and all fish entered must be caught in a nearby lake and weighed-in by a specified tackle dealer.

Another example: Theo. Hamm Brewing Co., St. Paul, Minn., conducts a winter (ice fishing) contest and a summer contest, the former running for two months, the later for four.

STILL KICKING are the two bullheads hooked at Armco Steel's recreation park, Middletown, Ohio.



EVENTS

The problem of a long contest is to sustain interest. Most companies give awards to the best catches during each month with grand prizes awarded at the contest's end.

Another effective devise is to publish the official entry form in each issue of the company house organ. This accomplishes two purposes: publicity and easy availability of entry forms.

Hamm's (see March R/M, page 26) requires all fish be displayed for at least 24 hours in a freezer located in a high traffic area in the plant. If this is not possible, keep an up-to-date posting of all legal entries on the bulletin board.

ONE-DAY EVENT

Popularly called a fishing derby, the one-day event can stand on its own or be used quite successfully to launch or wind-up a season-long contest. It could also be scheduled mid-way through the season to help pick up interest.

Depending on the enthusiasm of your fishermen, the event can be any where from two or three to eight hours in duration. Longer, if it's exclusively for the rod and reel club, shorter if it's intended primarily as an employee-family get-together.

Competition may be either in classes or based only on the most fish caught. If the later method is used, the following scoring system is suggested: allow one point for each inch of fish caught or fraction thereof, and one point for each pound or fraction thereof. Total points wins. This puts the bass and crappie fishermen on an equal standing.

Be sure to have an alternative date in case the event is rained-out. This is particularly important when a large number of boats must be rented.

Then wind it up with a fish fry awards dinner or suitable climactic ending.

KIDS' CONTEST

Similar to a regular one-day event with a few notable variations. Prizes are usually awarded for the first fish caught, longest fish, first three fish caught, etc.

Duration of the contest should be only one or two hours with contestants classified by age (suggested breakdown: through age 8, 9-12, 12-15).

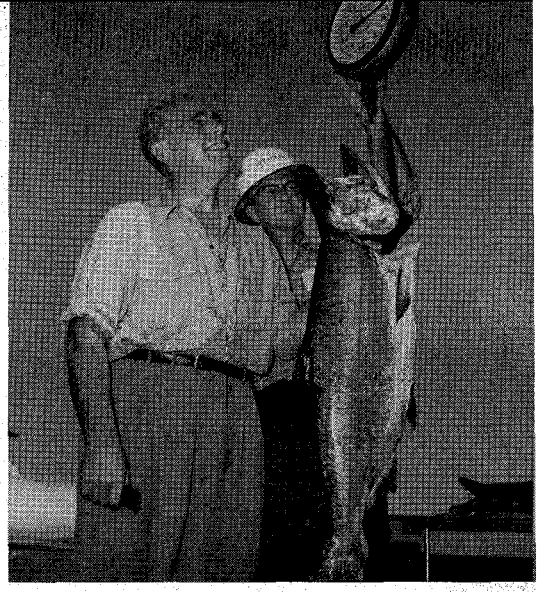
All children should be accompanied by an adult, and you may want to stagger the fishing times of the various age groups for parents with several children. Make sure there are plenty of escorts and officials as an added safety precaution.

Stock the lake with a few albino fish for an extra attraction.

FISH-A-RAMA SELECTION

To determine its all-around champion, Aro, Inc. awards points on a 5-4-3-2-1 basis to the top five catches in each of its three specie classifications. The fisherman totalling the most points wins the grand prize—a trip to the NIRA Fish-A-Rama at Kentucky Lake.

The Kohler Co., Kohler, Wis., uses a similar system, but awards points on a weighted basis to the first, second and third best catches each month in each classification. Biggest Muskie scores 15 points, second largest counts eight, third counts five points. Points are awarded in the seven classifications of game fish on a 10-5-3 basis, and in the four pan fish classifications on a 5-3-1 basis. Each fisherman totals the points he has earned during the duration of the contest to determine the grand champion.

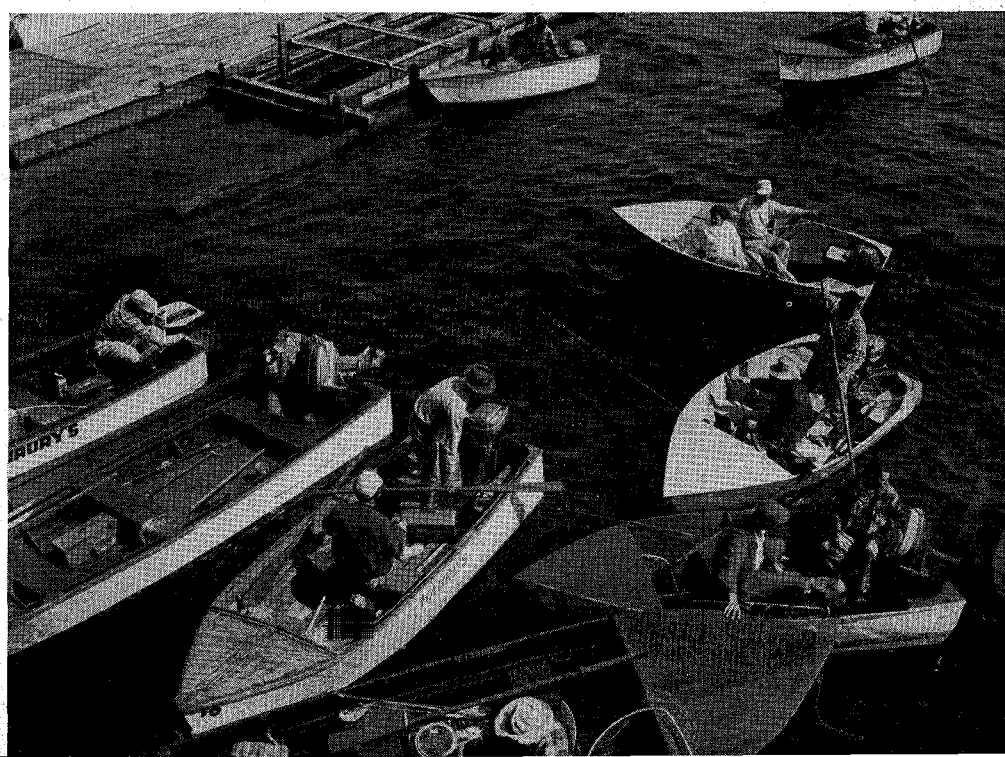


BIG SALMON won first prize at employees fishing party sponsored by Boeing Airplane Co., in Seattle, Wash.

YOUNGSTER most resembling Huckleberry Finn won a special award at the Timken Company's fishing derby.



EXCITEMENT mounts as anglers check their outboard motors and wait for the starting signal for the annual Boeing Employees Fishing Party. No wonder, a boat and a motor were among the prizes to be awarded the top fishermen.





Who's dizzy?



How's the fit?





Last one in is a rotten egg!



Close counts.

DAY CAMP CUT-UPS

Chemstrand Staff Photos

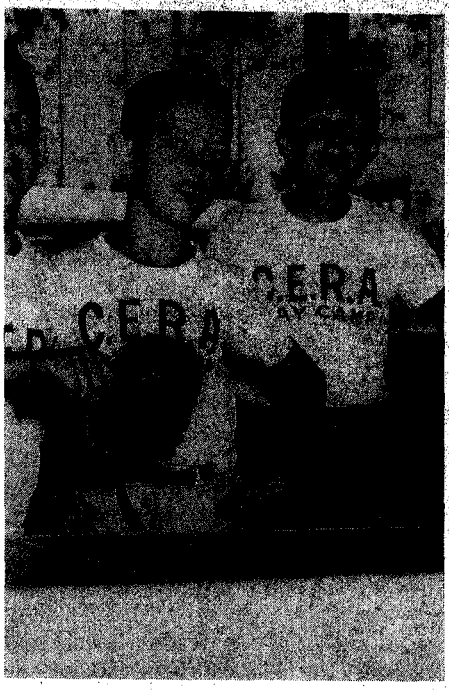
If any picture is worth 1,000 words, a picture of happy children ought to be good for at least 2,000. Convinced of this, we'll let the faces in these photos tell their own story of enthusiasm, delight and immense goodwill.

Who put the smiles on these faces? The Chemstrand Employees Recreation Association of The Chemstrand Corporation in Pensacola, Fla. The occasion was the 1958 CERA Children's Day Camp held for 300 kids on two Saturdays last August at the Chemstrand Recreation Area.

Upon arrival by bus at the camp site, tykes and teenagers alike were registered and given a CERA Day Camp "T" shirt. Then the air became electrified with laughter and anticipation as they launched the busy day's schedule of softball, ping pong, darts, shuffleboard, archery, horseshoes, swimming, badminton, ice cream and cookies.

Eagerly sought awards, silver dollars, were presented to the 29 children who won the various sports events.

Missing in these photos, however, are the expressions of enjoyment and genuine satisfaction beamed by the adults who served as day camp counsellors, particularly Summers Jarrett, CERA director, and Frank Johnson, Children's Activities chairman, whose efforts were so richly rewarded.

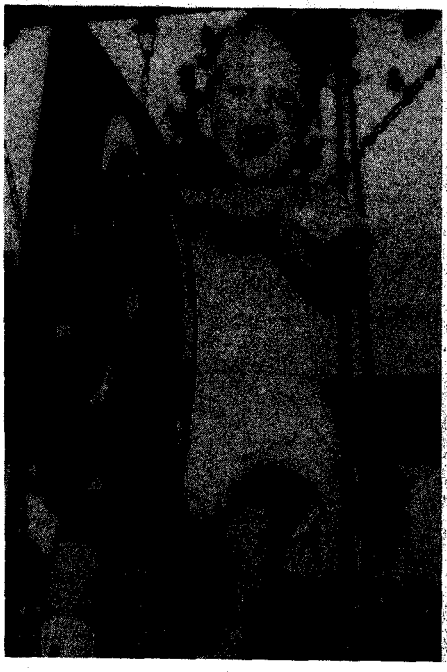


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Giddap!





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by ART GILLIGAN
CRA Astronomy Commissioner

STAR STRUCK

Only for gray bearded elders? Not so! Here's how astronomy scored a hit at Convair-Fort Worth as space age recreation

Can a cultural and scientific activity hold its own against sports and handicraft recreational programs? The answer—a resounding yes, comes from the Fort Worth, Texas Convair Recreation Association's Astronomy Society.

It goes without saying that in the summer of 1956, when a small group of individuals petitioned the Convair Recreation Association to sponsor an astronomy activity, the CRA's Employee Council voted its approval with certain justifiable misgivings.

It always has been a popular conception that anyone associated with astronomy usually is a gray bearded elder who haunts the night hours peering through a telescope, scratching mysterious and mystic symbols on a pad and, all in all, a very odd fish.

The CRA Employees' Council had a number of very valid questions concerning this new activity. For instance, what sort of recreational program could such a group offer? Could it offer even a small degree of the appeal provided by such high drawing activities as softball, bowling, hunting, fishing and square dancing? Would it appeal to just older men and would it exclude women and children? What resulted was a new variation on the old theme—success story.

The initial petition of the Astronomers contained 39 names. At its first organizational meeting in September 1956, the group received assistance from heavenly forces. The planet Mars was at its closest point to the earth on this date, an occurrence which happens once each 17 years.

Since it had been announced that a small telescope would be available, the meeting hall was packed with 77 men, women and children. The agenda at this meeting was brief, including a statement of the group's objectives and the circulation of questionnaires requesting information as to the possible possession of skills in mechanics, construction and photography. An inquiry also was made as to who might be interested in the formation of observing teams.

The response was more than encouraging. Fifty-three questionnaires were received, and enough people signified their interest in the observing team concept to enable the formation of 16 teams. The assembly then went outside and orderly queued up behind the small telescope to await their opportunity to see the Martian spectacle.

From this juncture the tempo increased. Monthly lecture meetings were organized with prominent amateur astronomers and experts on rocketry and space travel voluntarily contributing their time as speakers. The attendanc at these lectures averaged 40 person including women and a surprisin number of teenagers.

The group purchased two smal training telescopes, and the observin team concept was launched. These tw scopes were rotated among the variou teams under close supervision and co ordination. Within a month, the observ ing program had 23 teams, with a average of four Convair families pe team.

Each team was required to mak a formal report on what they observed In reviewing these reports, the ap pointed Commissioner of the grou learned that most of these people ha very little knowledge of astronomy

An informal class in descriptive as tronomy was organized and receive with enthusiasm. Meeting twice eac month, the Commissioner, with th help of several key people, explaine the simpler facts of our solar systen and the universe.

The thirst for knowledge in thing celestial soon became too much fo the capabilities of these volunteer in structors, and a formal 18-week cours taught by a hired semi-professional as tronomer was instituted.

This course was offered for a nomi nal fee and included the price of a excellent text book and 36 hours o instruction. It was an unqualified suc cess. Twenty-three men, two wome and six teenage youngsters complete the course.

Another phase of the group's pro gram was the purchase of a larg eight-inch reflecting telescope with a attachable Astro-Camera. Here wa born the CRA Astronomy Society' Astrophotography Division.

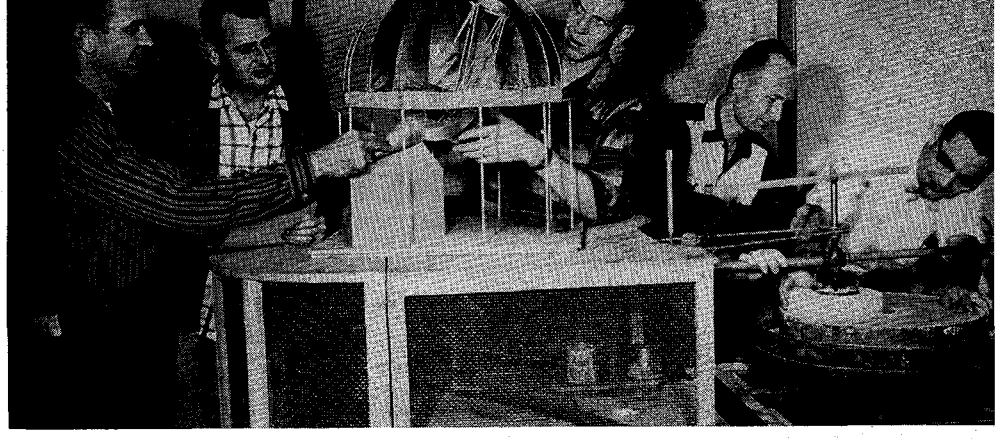
A training program was establishe to instruct interested members of th

What's involved? CRA Astronomers purchased these items:

1956 2 - 4″ Dynascopes (Newtonian reflecting telescopes) purchased from Criterion Mfg. @ $49.95.
1 - Set of 28 Slides (Sun, Moon, and Planets) purchased from International Screen Organization $14.00 per set or $.50 per slide.
1 - Planetarium (Projector) purchased from Edmunds Scientific for $14.95.

1957 1 - Astrola 8″ Reflecting Telescope with clock drive. Purchased from Cave Optical Co. for $375.00
1 - Astro Camera for use with the 8″ Astrola above, purchased from United Scientific Co. for $69.50
Note: The following instruments were purchased by Dr. Herman Sebested, Director of the Fort Worth Moonwatch team and used by these CRA Activity members participating in the Moonwatch.
12 - Edescope (Satellite Scopes) purchased from the Edmunds Scientific Co. 12 @ $49.50
25 - Textbooks—Bakers—*Introduction to Astronomy* 5th Edition $5.15 less 10% (used for class in descriptive Astronomy and paid for by class members as part of their tuition.

1958 Approximately $1,800.00 was spent for raw materials and parts for construction of 19″ Cassegrainian Telescope and Dome Structure to house same. Purchases were made from a great many sources including: Edmunds Scientific, Corning Glass Works, Montgomery Ward, etc.



MODEL of observatory dome (1) and the mirror grinding operation are checked by Society members.

group to photograph the moon, planets and other celestial phenomena. Within a short period of time excellent results were evidenced. Three photographs of the moon received feature coverage in the Convair-Fort Worth news organ, CONVAIRIETY.

In the fall of 1957, the activity received a tremendous assist—the long awaited space age dawned. Previous to this event, the CRA group, in joint effort with the Fort Worth Astronomical Society and Texas Christian University, formed a "Moonwatch" team.

This team began training to sight visually man-made satellites, the first of which was supposed to be the Navy's much publicized Vanguard. This operation was calculated to provide important data to the Smithsonian Astrophysical Observatory whenever the first satellite was launched.

Then on one October evening, with dramatic suddenness, came the terse request for all "Moonwatch" teams to assemble in the early morning hours. Soviet Russia had launched Sputnik I.

The Fort Worth team with its CRA participants were one of the first teams assembled and ready to observe man's first attempt at space conquest. Although no sightings were possible on this occasion, the Fort Worth team did observe and report the passage of the Sputnik I rocket case several times, as well as sighting Sputnik II (the Dog Kennel), Sputnik III and Explorer I rocket case as subsequent space activity continued.

It is a standing joke among the team members that the CRA Astronomy Activity is unique in receiving aid and comfort from the Soviets, for the advent of Sputnik caused a spontaneous increase in the activity's membership.

One supposes that astronomy is a real fine recreational activity when the stars are out and the weather is pleasant, but what about those cloudy stormy nights of late fall and winter?

Yes, you can offer lectures and education, but at the same time, doesn't the activity lose a certain amount of its appeal?

Certainly it does, and the CRA Astronomy group found this to be true. Another phase was needed. The answer was construction of scientific instruments.

In January 1958, the CRA group decided to construct a telescope—not just an ordinary model, but one of the largest amateur-made instruments in the United States and the largest amateur-made telescope in the state of Texas.

Work began in earnest. Plans were drawn, discussed and redrawn. One member of the group was a welder, as well as being a master machinist. Under his able direction the frame work and mount of the huge instrument took shape.

A modified Draper (optical) machine was constructed by the group to grind the huge 19-inch diameter 70 pound pyrex glass blank for the primary mirror. The tedious grinding operation began—100 machine hours, 275 man hours—with twenty-five people participating.

Another project developed from this telescope construction. This instrument, once completed, would have a monetary value of about $20,000. It would have to be housed in a weather-proof structure, but one which was also compatible with the planned use of the telescope.

A scale model of the structure was constructed. The structure naturally was designed on the traditional revolving observatory dome principle. The only request for assistance advanced by the group was for building materials necessary to translate the design into reality.

This request was approved by the CRA, and work began on the following day. On April 18, 1959, with the project 80% completed, the observatory (see photo) was officially dedicated. It should be in full operation sometime in July.

This telescope will give a life-time of service. It will be made available

continued on next page

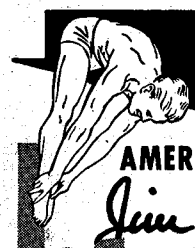
MOONWATCH TEAM of the CRA Astronomy Society assembled in the early morning hours to sight Sputnik I as the space age dawned. Subsequent space activity has been observed closely by members of the Convair team.



CRA OBSERVATORY forms an appropriate backdrop for Art Gilligan, and Hardy Walton, dome designer.



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to the general Convair public one night each week simply to help reveal the wonders of our universe. Closed circuit television will be added later to enable the use of this instrument in classroom instruction.

Probably its most important use, however, will be in the institution of actual scientific research by the group. Variable stars will be observed and the resultant findings reported. The night skies will be swept for comets—those mysterious celestial visitors from outer space. The potentials of this instrument are unlimited, not only in the field of scientific endeavor, but in providing recreation for literally two generations of Convair families.

As though to vindicate the far sightedness of the CRA Employees Council in approving the formation of the astronomy activity, the Eugene Crosier Annual Outstanding CRA Activity Award was made for the first time in July 1958—its recipient: the CRA Astronomy Society.

How to start astronomy activity

Preliminaries

A. Prepare a questionnaire calculated to determine (1) the degree of interest the members have (2) skills that he might have such as Photographic experience, Art experience, Sheetmetal or Construction experience, Engineering or Drafting experience.

B. Have a small telescope on hand, also a set of slides and a projector. If the weather is bad, the scope naturally can't be used, so the slides will make a good substitute.

C. Develop a long range plan. Determine what you will do with your group for a period of at least five years.

D. Invite prominent members of local Amateur Astronomy Groups to attend your first meeting. Draw on them for information and plan to use them as speakers for future meetings.

E. Write the Sky Publishing Co. Harvard College Observatory, Cambridge Mass. Inquire about their group subscription plan for the magazine, *Sky & Telescope*. Each member of your group, upon payment of $5.00 to you, may receive this fine magazine for a year. $2.50 of this is sent to Sky & Telescope the balance can be used to provide working capital for your group.

1st Meeting

Circulate questionnaires immediately. (See A. above). Introduce your guests of other local Astronomy groups citing their specialties (i. e. Satellite Observing, Moon Observing, etc.). If possible, be able to say at what meeting each will lecture the group. Detail your plans for the next five years. Make your members anticipate an ambitious program so they will be anxious to become a part of it. Make the business portion as brief as possible. Take the group outside and use the small telescope. Allow your guest amateur astronomers to take the lead in describing the celestial wonders that are seen. This could be a long session, but don't try to break it up until the last person is ready to leave.

Note: If the weather is inclement, use the slides and direct questions to your guest amateur astronomers.

Between 1st and 2nd Meetings

Analyze your questionnaires very carefully. Pick out the people who have the best capabilities. Form them into Project Investigation Committees in fields such as Satellite Observing, Construction & Telescope Making, Astrophotography, Radio Astronomy, etc.

2nd Meeting

Announce your committees and tell them to go to work investigating possible projects. Introduce everyone present. Introduce your speaker. After the lecture, take the group outside for observation.

3rd Meeting

Committees would be asked to report their findings. Appoint the most aggressive man on each committee a Project Co-ordinator. Get the projects started. Have a lecturer for this meeting also. End up with the usual observing session.

Other meetings

Start our Projects using other nights of the month than the business & lecture meeting nights. Continue your lecture meetings and business meetings once each month. Projects can meet on a weekly or bi-weekly basis. Put everyone in the group to work.

second annual

NIRA Fish-A-Rama

Postal fishing contest and the National Finals at Kentucky Lake lure business and industry fishermen

Entries are now being taken for the second annual NIRA Fish-A-Rama for business and industry.

To be held in two divisions, the postal contest and the National Finals on Kentucky Lake near Paris, Tenn., Oct. 9-10, the Fish-A-Rama will augment employee fishing programs throughout the U. S. and Canada.

The postal division will be conducted in eight different classifications with national winners named for the best catches of trout, bass, muskie, Northern Pike, walleye, salmon, pan fish and salt water fish.

NECESSARY DATA

Employees merely complete the official entry blanks with the necessary information on the fish caught (weight, length, type of bait, etc.) to be eligible for judging.

The National Finals will again be held at Paris Landing State Park, Tenn., on the shores of Kentucky Lake. As was done last year, industrial fishermen will be furnished a boat, motor and an experienced guide for the eight-hour contest.

This year, however, scoring methods have been changed and a casting contest added to provide an all-around basis for selecting industry's Grand National Fishing Champion.

Fish caught will be evaluated both on weight and length with one point awarded per pound or fraction thereof and one point per inch or fraction thereof. This will put bass and crappie fishermen on equal standing.

The casting contest will consist of two casts at each of ten targets. First cast at each target scores six points if hit and the second cast at the same target scores four points if a hit is made. Perfect score for the casting contest is 100.

Then, points for weight and length of fish caught plus points scored on casting will be totaled to determine the National Finals Champion.

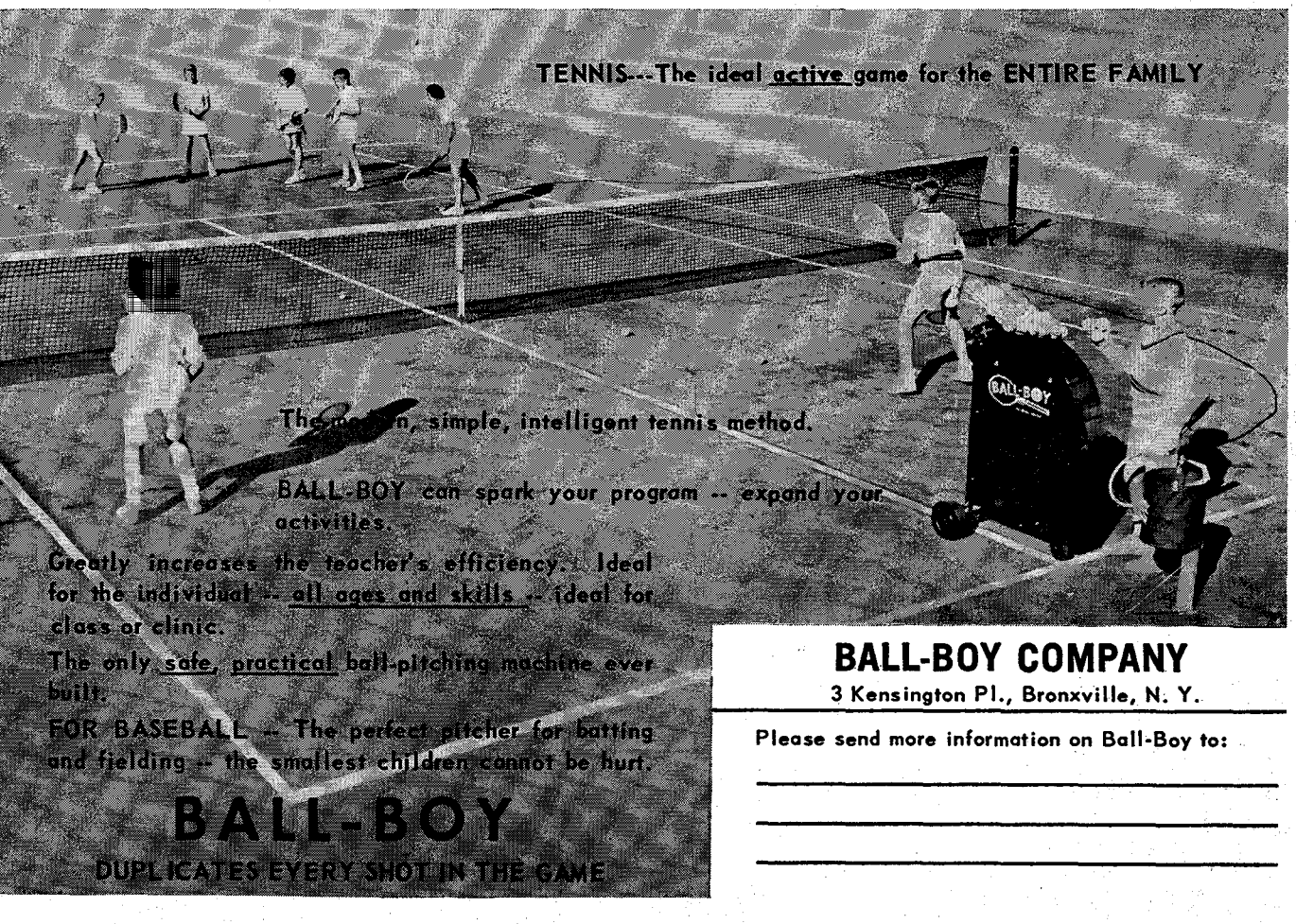
Any employee of a NIRA member company can enter the postal contest or National Finals or both. Entry fees are nominal to permit as many employees to enter as possible.

NOMINAL FEES

The fee for the postal contest is $1.00 per individual entry. The entry fee for the National Finals is $25.00 and includes boat, motor and experienced guide; Tennessee fishing license; welcome fish fry and entertainment and the awards banquet.

National Championship awards will be presented to the winners of each of the eight specie classifications in the postal division and the to winner of the National Finals. A jackpot of merchandise prizes will also be awarded in both divisions.

Deadline for submitting entries in either contest is Sept. 15, but preparations for entering and publicity to stimulate interest should begin now.



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by ROY "POP" ELLINGTON
Recreation Director, Kaiser Aluminum & Chemical

KERALAND,

Relocating employees to an isolated area creates many problems, not the least of which is fulfilling leisure-time needs



Most of the grading for sodding more than 25 acres of picnic and lawn areas was done by volunteers.



A new Ten-4 Club member shows his KERA lighter which signifies more than 40 hours of volunteer work at KERALAND.

In 1956, Kaiser Aluminum & Chemical Corporation at Ravenswood, W. Va., came face to face with the often experienced industrial personnel problem of what to do to help service the leisure hour needs of its fast growing plant personnel and the families of those employees who resided in the immediate area.

Locating a multi-million dollar installation in an isolated rural community presented a multitude of major problems. Among these, lack of recreation opportunity soon became a very important item for discussion among both management and employees.

Many Kaiser supervisory personnel were being transferred in from other locations as far away as California, Washington and Louisiana, where commercial and municipal recreation facilities and programs were available.

Hourly employees were being recruited from the heavily industrialized West Virginia areas around Charleston, Huntington and Parkersburg. Most of the newcomers to the Ravenswood Works had been accustomed to recreation opportunities.

Relocation in Ravenswood, a town of less than 1,100 population at the time, found most employees in a quandry over housing, shopping, schools and the complete lack of commercial recreation facilities.

A small town park, play area and swimming pool were the only existing municipal facilities.

That local Kaiser management was going to have to get into the recreation picture became evident in the fall of 1956 when a group of supervisory employees surveyed existing facilities.

The company had to choose from three alternatives to solve the problem: a company sponsored, financed and conducted program; a company sponsored and financed program conducted by employees; or a contributory arrangement with the local government with the responsibility of serving employees' needs resting with the town board of commission.

The original group of recreation minded employees made the decision easy by coming up with an acceptable plan. Under their plan management would afford land, which was available; allow usage of company tools and equipment; and furnish finances necessary for materials needed to develop recreation areas and facilities. The employees were to furnish labor on a volunteer basis, and as the facilities were completed, to furnish leadership for governing and conducting the program.

From this beginning, an employees recreation association was formed and later chartered under law as a non-profit corporation.

In October of 1956, an 11 man executive committee was appointed by management to guide the program. They immediately delegated responsibilities for planning priority projects, publicizing the entire effort, conducting actual work projects, recruiting volunteer workers, and forming a number of subcommittees from within the association.

These sub-committees; planning, engineering, ways and means, manpower, publicity; immediately swung into action. By November 1956, a 900 acre plot of land had been set aside for use by the recreation group. Actual work began on clearing an old farm site which had been selected as the nucleus of the development.

At first, renovating the old farm house into a club facility, building an access road and parking lot, clearing about an acre for a picnic area and

W. VA.

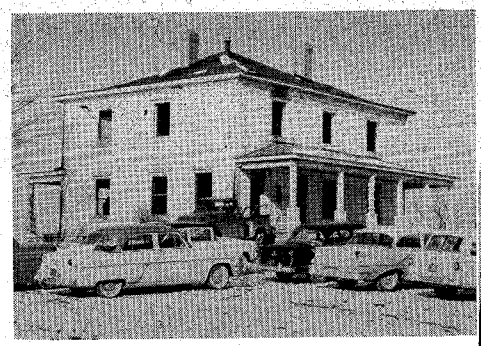
uilding a softball field were con-idered adequate goals for the first ear.

These were all accomplished, but the nthusiasm developed carried over into number of other products. The picnic rea, with 32 tables and four grills, was wice the size intended. The farm ouse turned out to be a regular coun-ry club type facility. The access road nd parking area took on the appear-nce of a professional job and was lagged for all weather use.

In addition to forecast facilities, a 28 arget field archery course was added. Two lakes covering about 8½ acres vere built. A children's playground vith merry-go-round, three sets of wings, slide and teeter totters was ompleted. A pistol and rifle range was dded to the existing trap range.

During 1957, Kaiser Employees' Recreation Association was chartered. All employees became members and heir dependants became associate nembers with all privileges except vot-ng and holding office.

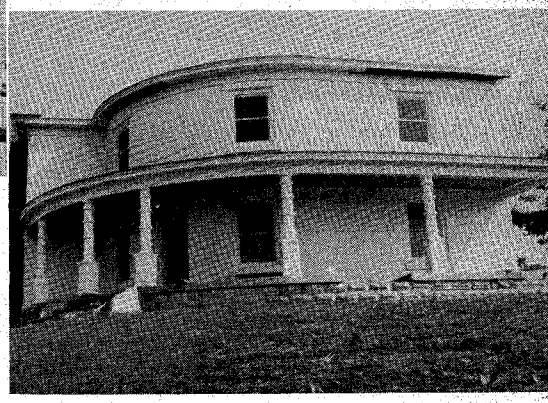
To stimulate interest in the facility vork sessions, KERA formed the "Ten-4 Club." Restricted to 200 mem-bers, the club was open to prospective nembers who had accomplished ten, our hour work sessions on permanent physical installations at KERALAND, s the tract became known. Over 50 mployees gave their 40 hours or more during the first year.



Before

Old farm house remodeled with a new roof, windows, front porch and completely new interior serves as the KERA club house.

After

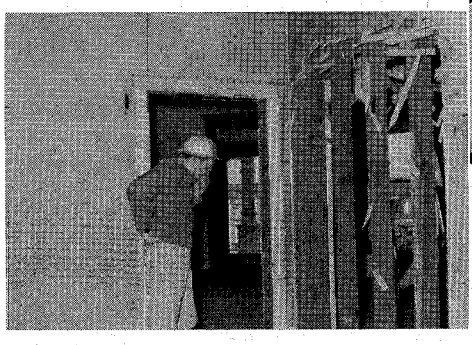


Today the KERA program far exceeds the original plans. With employment at 2,500 and still growing, the program is by no means as sufficient as desired. Facilities are continually being developed as monies are made available.

Plans for 1959 include a recreation building to accomodate large groups. If this materializes, it will allow maximum usage by 200-300 people for dances, roller skating, band and choral concerts, picnics and minor games.

Present activities at KERALAND include a golf driving range, hunting and fishing, ceramics, leathercraft, bridge and dance classes, picnics, parties and many others.

KERALAND is indicative of the results of a cooperative effort between management and employees in satisfying a definite personnel need. Its development also substantiates the belief that if given opportunity, encouragement, leadership, guidance and a minimum of financing, a majority of employees will shoulder the responsibility of helping reach the solution of a lack of employee recreation opportunity.





After

Volunteer workers transformed the interior of the old farm house into a veritable country club for employees.

Before

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2nd annual NIRA FISH-A-RAMA

open in two divisions

(enter either one or both)

● Postal Contest

As an added attraction to your company fishing program, enter the best catches made during the year by your employees. National Fishing Champions of Industry will be named in each of eight species: Trout, Bass, Muskie, Northern Pike, Salmon, Pan Fish, Walleye and salt water fish. Entry fee, $1.00 per individual. Write NIRA for official entry form. Deadline: Sept. 15.

● National Finals

The best prize you can give your company fishing champion—send him to the National Finals of the NIRA Fish-A-Rama held on Kentucky Lake near Paris, Tenn., Oct. 9-10. Here, your representative will vie for national honors against employees from companies throughout the U. S. and Canada. Entry fee of $25.00 includes boat, motor, experienced guide, Tennessee license, welcome fish fry and entertainment and the awards banquet. Special room rates have been arranged in the beautiful Paris Landing State Park Inn. Fisherman with highest total points based on weight and length of fish caught plus casting contest wins. Entry deadline: Sept. 15.

Eligibility: Any employee of a NIRA member company is eligible to enter either the Postal Contest or the National Finals.

Entries: Official Fish-A-Rama entry forms may be obtained from the National Industrial Recreation Association. Completed entries for either contest must be returned to NIRA, postmarked no later than Sept. 15.

Awards: Postal contest winners in each of the eight species will be awarded National Championship Trophies. All entrants will be eligible to win a jackpot of outstanding fishing and boating merchandise prizes. Winner of the National Finals will be awarded the handsome Grand National Championship Trophy. Additional trophies will be presented to runners-up and all finalists will receive merchandise prizes.

Benefits to YOU: The NIRA Fish-A-Rama is conducted to help you stimulate participation in your company program, whether it's a one day outing or a season-long contest. Publicize your program by announcing that the best catches in each specie will be entered in the NIRA Fish-A-Rama Postal Contest. National winners will receive handsome trophies and outstanding prizes. Then give your champion fishermen the best award possible. Send them to the NIRA Fish-A-Rama National Finals on Kentucky Lake near Paris, Tenn. Here, they will fish in a resort atmosphere with a top guide on a nationally acclaimed fisherman's paradise. Entry fees are nominal, $1.00 per individual in the postal contest, $25.00 for the National Finals. Write NIRA for entry forms.

NIRA 203 N. Wabash Ave., Chicago 1, Illinois

New Sports Film Guide

The latest edition of the SPORTS FILM GUIDE has just been released by the Athletic Institute. Completely revised, the GUIDE lists over 2,000 16mm sports films covering 54 different sports categories. More than 600 of the films can be obtained on a free loan basis.

Film listings give title, length, color or black and white, sound or silent and a brief summary of the contents. The GUIDE may be purchased for $2.00 from the Athletic Institute, 209 S. State, Chicago 4, Ill.

Camera Club Good Will

Lots of fun for a worthy cause were the ingredients for an unusual activity conducted recently by the A&OD Camera Club of Eastman Kodak Co., Rochester, N. Y.

Shooting animals with stereo cameras on a trip to the Buffalo, N. Y. zoo provided the fun. Presenting the resulting stereo slides to local agencies for showing to handicapped children gave a worthy-cause flavor to the venture.

Besides lining up transportation, the Camera Club also supplied cameras, film, flash bulbs and instructions to interested parties.

Skaters Roll On

To keep pace with demand, Kaiser Steel in Fontana, Calif., has opened its Recreation Hall for weekly adult roller skating sessions every Thursday evening.

These new sessions have been added to the regular Friday night program which is open to all members of Kaiser families. Only Kaiser employees or family members over 18 years old are eligible to skate on Thursday nights.

Skates are available at the Recreation Hall for 25 cents rental.

Kids on the Midway

More than 20,000 children and parents were treated to 30 rides each during the annual Fair Park Midway amusement park outing staged in April by the Chance Vought Club, Dallas, Texas.

About 60 volunteer employees, divided into teams, assisted park guards in handling the crowd during the six-hour period for which the Midway had been reserved.



IN MEMORIAM

William Alan Diehl, who was in charge of recreational activities for 1,500 employees at Canadian Kodak Co., Ltd., Toronto, Ont., died suddenly April 13 while at work.

Well known throughout NIRA for his active participation in conferences and other Association Activities, Diehl was also chairman of the Canadian Volleyball Association and volleyball representative on the Pan American Games Committee. He joined Kodak in 1946.



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College grad, with master's in community organization and 20-plus years experience in community center and social work seeks position in industrial recreation. Top references.
CP17—RECREATION MANAGEMENT

R/M INDUSTRY ITEMS

Hitters' Comeback Delayed

Softball sluggers will have to wait at least two more years than expected before they can get more wood on the ball. (See "Hitters' Comeback?" page 28, May R/M.)

As announced in the minutes of the 1959 annual meeting of the International Joint Rules Committee on Softball, and reported by R/M, the rule governing the diameter of softball bats would be changed, effective Jan. 1, 1960, increasing the maximum legal diameter from 2⅛ to 2⅜ inches. The change is intended to improve hitting.

Later, officials of the Rules Committee met with the Athletic Goods Manufacturers Association to discuss the problems involved in the rules change: primarily the current stocks of bats to supply demands in 1959 and 1960, the advance purchase of material and the problems of retooling.

As a result of the meeting, the Rules Committee agreed to postpone the effective date of the change and conduct a controlled test to get some experience as to the value of the larger bat.

Manufacturers will produce a limited number of the proposed bat to be tested in all types of softball competition. It was suggested that the test also cover use of Little League bats (2¼ inch diameter) and regulation baseball bats.

The Rules Committee will then review test results and make a decision at its 1960 meeting. If the recommendation to increase the size is again approved, it will go into effect Jan. 1, 1962. This will allow sufficient time for manufacturers and distributors to dispose of current stocks and materials.

Vending Cafeterias Double

The trend to automatic inplant feeding is becoming more like a mass movement according to figures disclosed by Edwin B. Meredith, executive vice president of Standard Financial Corporation, at the recent Inplant Food Management Workshop in Chicago.

In one year, the number of vending machine cafeterias in factories has doubled, while the volume of food they served workers has almost tripled since 1957.

Meredith predicted that the number of industrial automatic cafeterias would show a 25 per cent increase this year.

Reasons for the rapid expansion have been pegged to improved longer-term financing and a more cost-conscious attitude toward inplant feeding by factory management.

Half a million employees in more than 500 plants are now fed daily by vending machine installations, according to Meredith. These factories range in size from 250 to 15,000 employees.

Sports Sales Soar

Still on the upgrade, 1958 athletic and sporting goods manufacturers sales climbed 7% over 1957 figures.

In a report released by the Athletic Goods Manufacturers Association, all manufacturers and all major equipment categories showed sales increases.

Golf equipment, as usual, led the list with $68 million in total sales for an $8 million increase.

Similar increases were also reported in retail sales and in capital spending for new golf courses, swimming pools, camp grounds and other facilities.

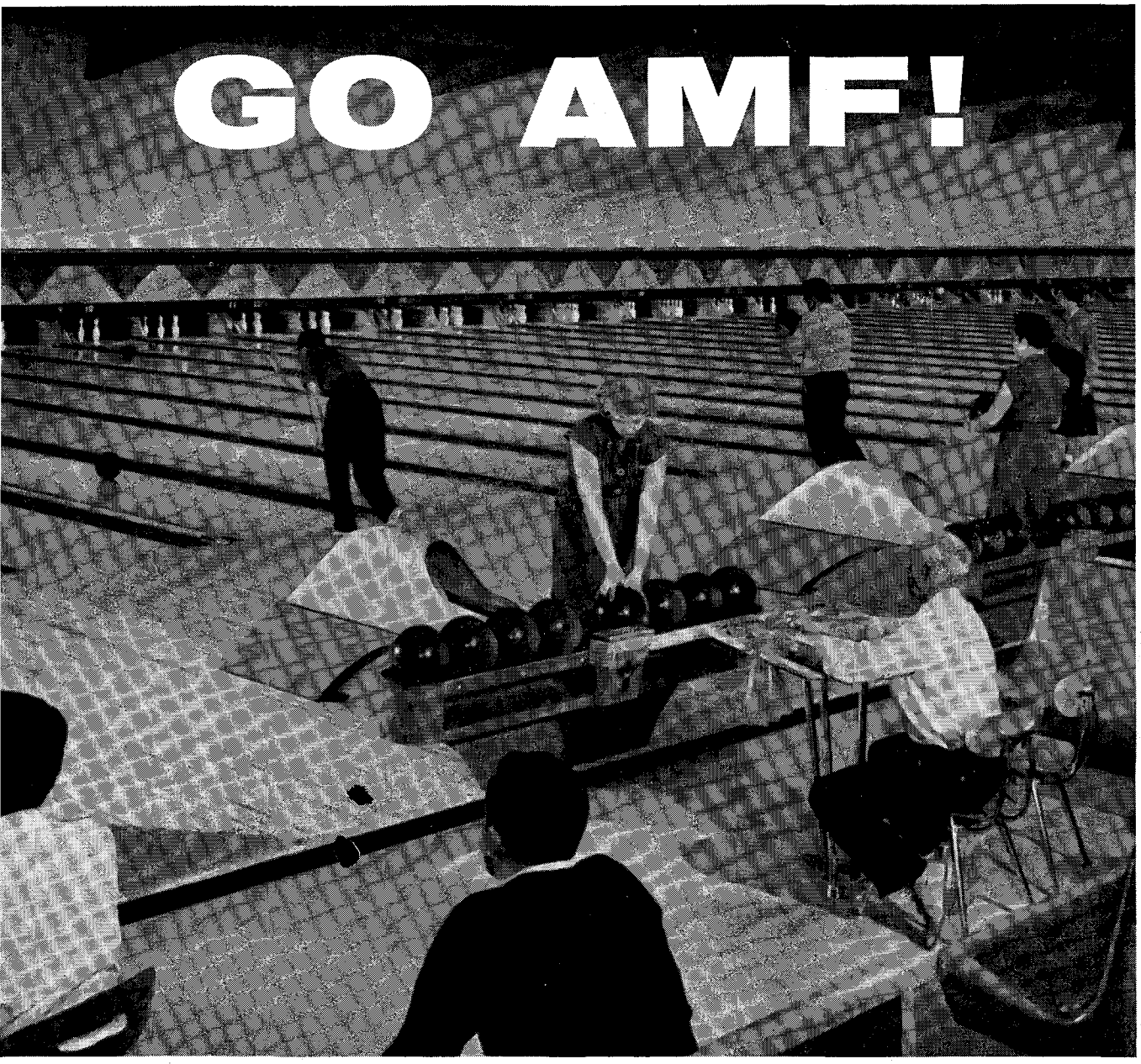
Another barometer of the nation's rising interest in recreation activities of all kinds was provided by the Wall Street JOURNAL. Although retail sales of sports equipment accounted for only 1.03% of the $177 billion spent last year for all consumer goods, this figure is up from .93% in 1950 and .77% in 1938.

Fitness Program Aid

Bonnie Prudden, well known to TV viewers and readers of SPORTS ILLUSTRATED has come up with a complete body conditioning and reducing plan which could be used as a basis for an outstanding industrial recreation program.

Thoroughly flexible, permitting the individual to gain increased vitality while concentrating on individual figure needs or developing stamina for specific sports, Miss Prudden's new system is fully explained in BONNIE PRUDDEN'S FITNESS BOOK.

Recently published by the Ronald Press Company and priced at $2.95, the book organizes four, six-week conditioning plans, each building on the progress made in the one before.



...for the best in bowling!

Only when you go AMF all the way can you get the full advantages of an employee bowling program—improved morale, healthful exercise, fun for workers of all ages.

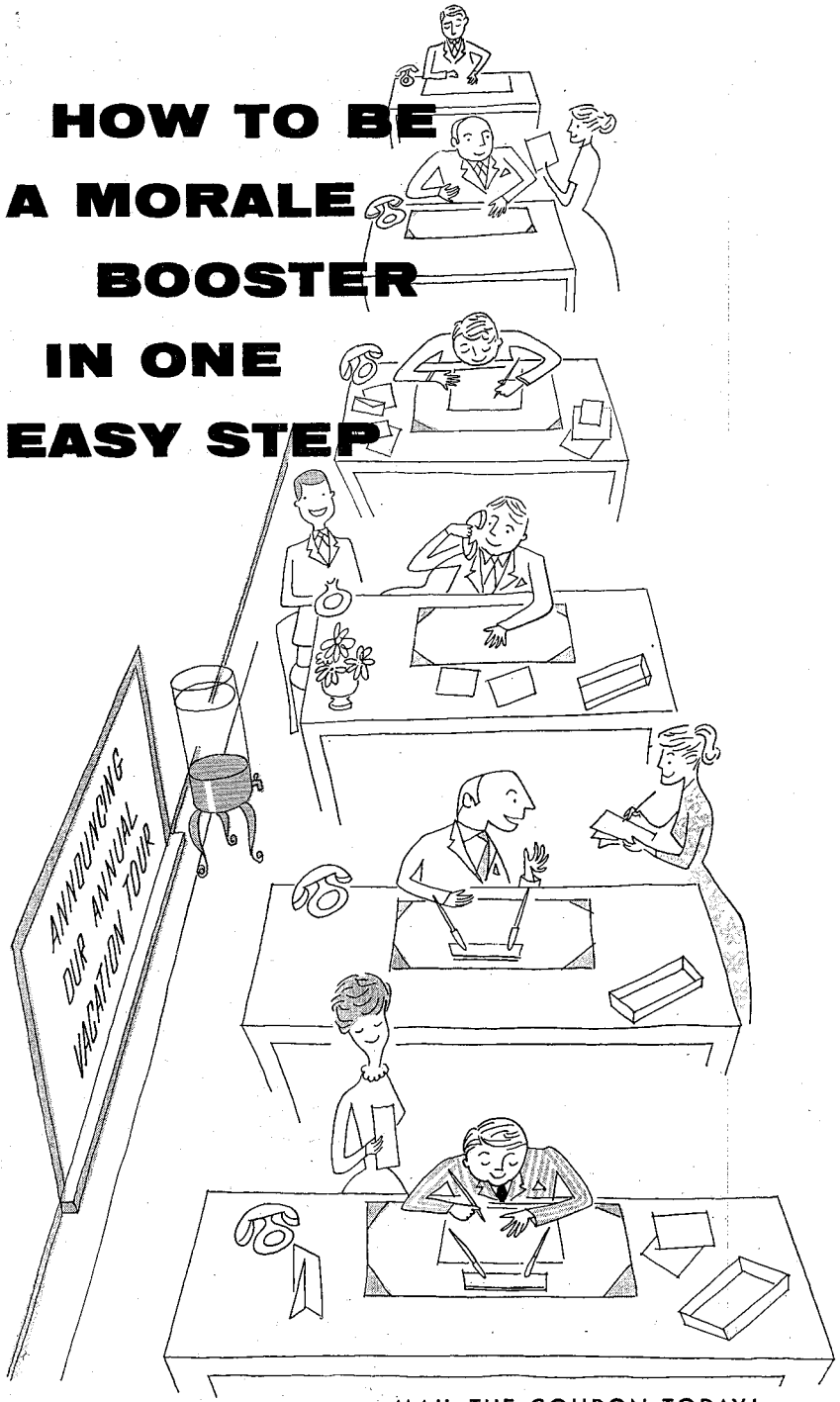
Dependable, efficient AMF Automatic Pinspotters provide a smoother, more enjoyable game of bowling. Special AMF features such as the Underlane® Ball Return eliminate distractions, make the satisfaction of higher scores possible. And AMF accessories—balls, bags, and shoes—are the finest available, for looks and for practicality.

Provide your employees with the most effective and enjoyable bowling program possible. Contact your nearest AMF proprietor... he will be glad to help you plan your employee bowling program. Or, write to AMF Pinspotters and have your local AMF representative explain the value of bowling as part of your recreation program.

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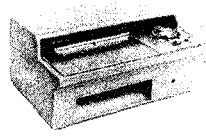
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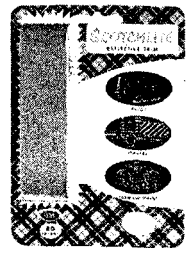
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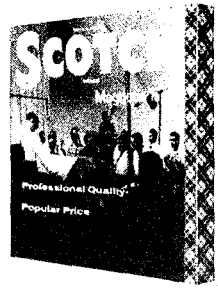


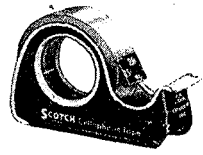
John Leslie
New NIRA President

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NFERENCE REPORT ..... page 6
LMS AWARD TO LOCKHEED ..... page 11
PS, DOUGLAS TOP MARKSMEN ..... page 12
E CASE FOR SHOOTING ..... page 14



New Brownie Starmatic Camera $34.50

New automatic features make Kodak cameras more desirable gifts than ever!

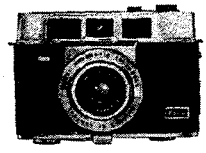
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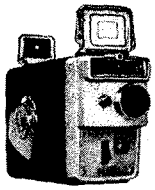
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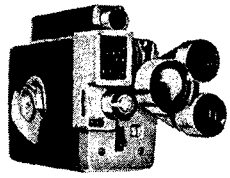
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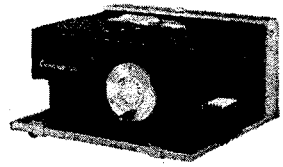
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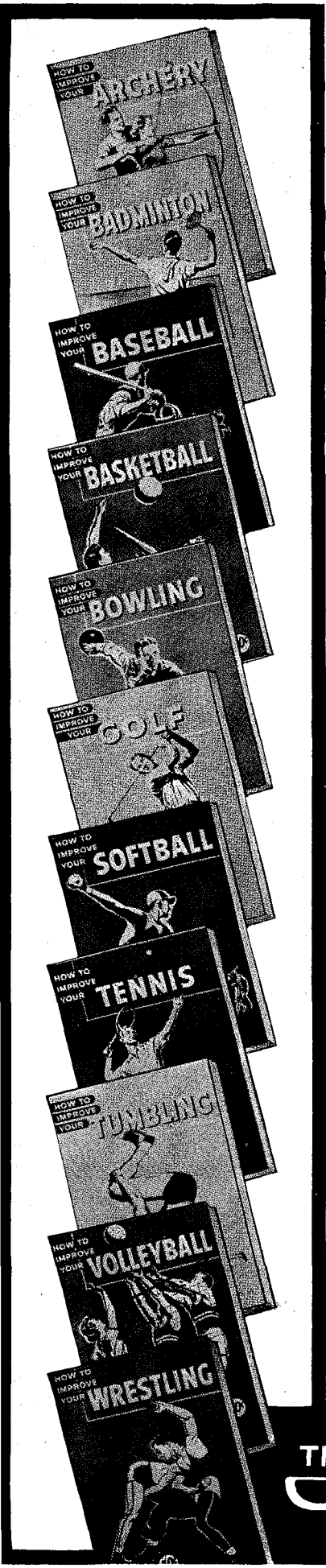
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TOP MANAGEMENT SPEAKS:

What is the proper sense of values, and what should the proper balance be between work, recreation and service to others?

RECREATION SHOULD BE CONSTRUCTIVE AND HELPFUL, BOTH TO THE PERSON AND TO SOCIETY



The American ideas of living often present a peculia paradox. On the one hand, we sit amidst great abundanc within the jungle of bigness, mass production, speed, heav pressure, wonder drugs, hydrogen bombs, and with a free dom that surpasses that of any other country in the world On the other hand, we live in quiet desperation with in security and fright, and we seek desperately for peace o mind, peace of heart, peace of soul, and security.

We are not sure what we expect of the world, nor ar we sure of what the world expects of us. We do not like t take the risks of life, but we do want to participate in th rewards of life. We own a share of our country but w shrink from the responsibility of protecting that share. Th important questions we should face are: What is this lif all about: What are the proper sense of values and wha should the proper balance be between work, recreation o of mind, recreation of body, and service to others?

Our leisure time is normally taken up by spiritual, edu cational, and recreational activities. It is important tha recreational activities be of a kind that are constructiv and helpful not only to the person but to society.

It is said that in America we work hard and we pla hard. Perhaps we have more time for play than do th people of other countries. Proper recreational activitie form constructive and helpful means of play. They afford healthy outlet for pent-up energies and make our lives mor interesting by sprinkling them with humor and laughter,— by calling the umpire a "bum," or cheering a favorite o in a friendly and competitive way.

The Miller Brewing Company is known nationally for it support of recreational activities. Countless millions o people have spent many hours of their leisure time watch ing or listening to our broadcasts of sporting events in a fields. So also, many millions of leisure hours have bee spent in watching or listening to an enjoyable theatrica performance or a concert to which we have lent support.

We are also recognized for the active participation o our employes in recreational activities which we hav sponsored. We now have an employe-administered Mille Activities Club that affords a broad program of sporting cultural, educational, and social activities for *all* of ou employes.

Our participation has cost time and money. Both ar well spent, for the viewing public and the participatin employes have been afforded the means of spending thei leisure time in a constructive manner—helpful to them selves and to society.

The paradox of which we spoke becomes less confusing Somehow, in enjoying these activities, life becomes mor secure.

Norman R. Klu
Presider
Miller Brewing Compan

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Publisher.....DON L. NEER

Editor.....HOYT A. MATHEWS

Associate Editor.....PAULINE LIPSKY

Circulation Manager.....DOROTHY B. MORRISON

JULY COVER—NIRA President-elect John H. Leslie, recreation director, Minnesota Mining & Manufacturing Co., St. Paul, Minn. Cover design by Leo Rotelli. Cover and conference photos on pages 6-12 by Stanlee Photo Service, Philadelphia, Pa.

IN AUGUST R/M

BOWLING PREVIEW

For greater participation and more enjoyment, now is the time to start planning for the bowling season just ahead. August R/M will include features on special activities, factors to consider in selecting a bowling center and services available to industrial leagues from the national bowling organizations.

EMPLOYEES GO FOR "GO"

Here's a rundown on a little known, but ancient game, "Go," considered by many to be superior to chess.

SOFTBALL TOURNAMENTS

R/M previews the dates, times and places for the 1959 ASA fast and slow pitch softball tournaments.

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To listen, learn, discuss and instruct, industrial recreation leaders gathered in Philadelphia, May 24-27, for the National Industrial Recreation Association's

18th annual CONFERENCE and EXHIBIT

In four days, recreation directors representing roughly two million employees in U. S. and Canadian Industry went through a compact program which treated almost every aspect of their specialty. Indeed, even those portions of NIRA's 18th annual Conference and Exhibit which were meant as entertainment or a change of pace from regular procedure held, in themselves, a special message for all delegates.

"How to Achieve Professional Standing" was covered by a well-qualified speaker. "Ideas for Plant-wide Projects" were given in a panel session by recreation experts. But practical experiences in "conducting a banquet," "staging a group tour" or planning entertainment" were available during the extra-curricular events of the conference and provided equally valuable tips for all recreation directors in attendance.

PANEL SESSIONS —

Concentrating on specialized prob lem areas and the latest trends an ideas in industrial recreation, 14 pane sessions provided a wealth of useful in formation for recreation programming

In all, 78 recreation specialists pa ticipated as panel members, contribut ing their knowledge on subjects rang ing from industrial golf courses t handicraft programs.

Others subjects included safety, cos cutting and tournaments.

Topics of the panel sessions indi cated the growth and broadening o the industrial recreation function. No too many years ago, a panel on "Pre paring the Employee for Retirement' would not have seemed appropriate. Ye today, many recreation directors fee it is an area in which they can mak their most significant contribution.

In preparing his presentation for thi year's retirement panel, Larry Deal o Inland Manufacturing Division, Day ton, Ohio, surveyed 500 local retirees To the question, "If you believe em ployers should advise employees re garding plans for the years followin retirement, in what areas do you be lieve this should be done?" over 5(

KEY SPEAKERS —

"Employee recreation is now firmly established on the basis of hard-headec business judgment as an essential cor porate function," Robert G. Dunlop president of Sun Oil Company, tolc NIRA conference delegates.

Speaking during the banquet at the Sun Recreation Center after delegates had toured Sun Oil's recreation facili ties at Marcus Hook, Pa., Dunlop em phasized that people are the most es sential components of any business enterprise and pointed out that "thei productivity is directly related to thei health, happiness and ability to work together in an atmosphere of coopera tion and harmony."

Other key conference speakers notec the rising status of industrial recrea tion and offered many useful sugges tions for improving this standing.

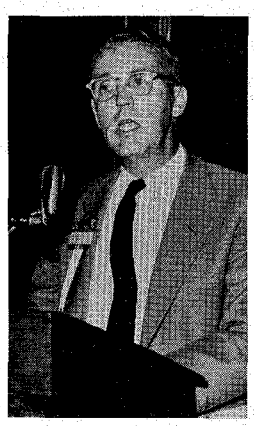
In a remarkably well receivec speech, James Q. du Pont, adminis trative assistant, E. I. du Pont de Nemours & Co., listed ten simple rule for success which work the same fo small as well as large businesses anc can be applied to personal relations The core of the "Pattern for Success,'

develop new methods and ideas for recreation programming

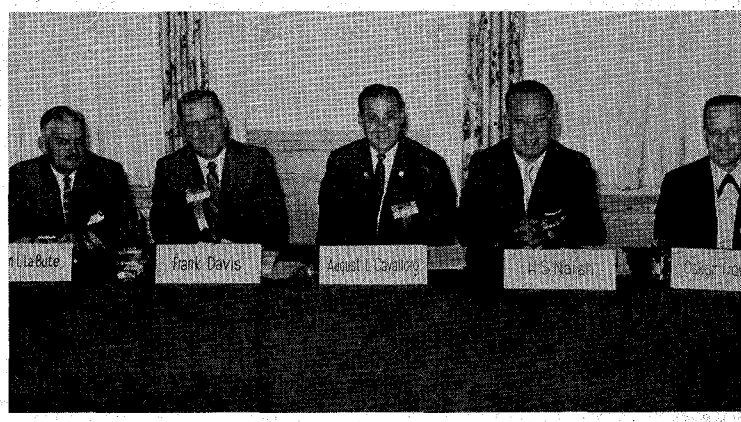
er cent of the answers concerned ecreation, including travel, hobbies nd other programs to keep retirees usy.

In another area, fund drives, con-idered by some to be a border-line ecreation function, Oskar Frowein, lepublic Aviation, Farmingdale, L. I., aid, "The conduct of fund drives by recreation department is not as far-etched as it might seem to be on first nought. I am told that more and more ompanies are coming around to the elief that the recreation department, ving as it does on more intimate erms with all employees than any ther single department—and thereby arning the respect of all employees if it is a good recreation department) —is a department well equipped to perate fund drives."

The panel sessions, running con-urrently in sets of four, contributed a otal of more than 21 hours of spe-ialized study. Had they not been run oncurrently, panel subjects would have een cut from 14 to four, covering nly six hours. Complete panel sum-naries will be published in the Decem-er, Annual issue of R/M.



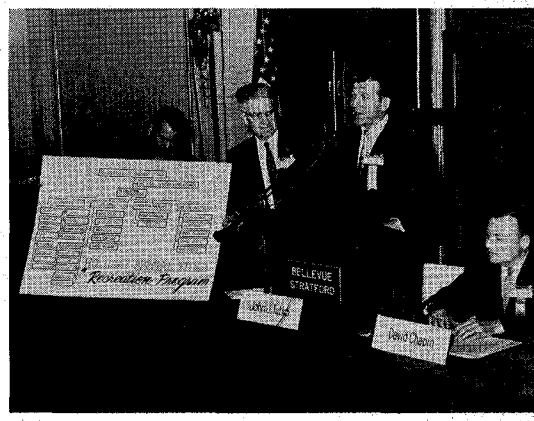
A. H. Spinner, retirement panel



"Plant-wide Projects" panel members



Bill Prichard on employee associations



"Recreation for Office Employees" panel

note rapid growth and maturity of industrial recreation

aid du Pont, is to "try to treat people ight."

Robert W. Crawford, commissioner f recreation, Philadelphia, delivered thought-provoking talk on "How to chieve Professional Standing." Trac-ng the development of the recreation ovement, Crawford developed criteria or professionalism.

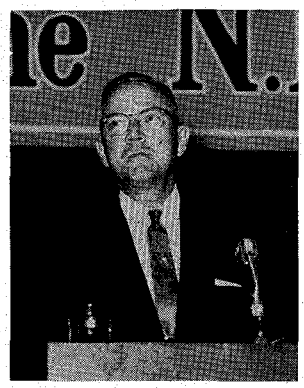
A better understanding of the rules nd regulations involved in arranging harter group air travel was the chieved purpose of a discussion led y J. W. Rosenthal, chief, Carrier Re-ations Division, CAB.

Noting that charter air travel is basically new concept which has be-ome popular only in the last few ears, Rosenthal stated that there are till problems which must be worked ut, and the present rules are not ecessarily the last answer.

Other featured speakers included Vilbur M. Bennett, assistant public elations director, Minnesota Mining & Mfg. Co.; James Crowley, Pennsylvania ommissioner of boxing; and New ersey congressman, James Wadding-on.



J. W. Rosenthal, CAB



R. G. Dunlop, Sun Oil



Wilbur M. Bennett, 3M



Robert Crawford, Rec. Comm.



James Q. du Pont

BUSINESS—meetings set pace for future growth

In addition to the election of officers (see story on page 10) the board of directors and NIRA delegates worked through heavy agendas during the conference business meetings.

A resolution was passed to amend the bylaws, effective Jan. 1, 1960, to the effect that national presidents will be eligible for re-election five years after the date of their previous election to the office of president. Heretofore, no NIRA member could serve two terms as president.

New York City was selected as the site for the 1962 NIRA Conference and Exhibit (following Detroit in '60 and Chicago in '61). Selection of the hotel and the exact dates will be made Nov. 14, during the executive committee meeting in Chicago.

Special committees are to be appointed to study NIRA participation in bowling and golf tournaments and to further develop existing NIRA national contests in rifle and pistol shooting and fishing.

Acting on a series of proposals from the NIRA Travel Council, the board of directors restricted membership on the Travel Council to NIRA associate members. In the future, all applicants for Council membership must also have the recommendations of two NIRA company members and two Council members.

The NIRA Travel committee was increased to include six company representatives, the NIRA president and executive secretary. Both the Council and the Committee will meet again in November at the British Colonial Hotel in Nassau.

Martha Daniell, director of recreation, Nationwide Insurance, Columbus, Ohio, was appointed senior director of Region II to fill the vacancy caused by the resignation of Wm. C. F. Ziegenfus, Sun Oil Company.

President Tom Croft announces election returns.



Region I delegates caucus prior to election of officers.



EXHIBITS—present a treasure of products and services

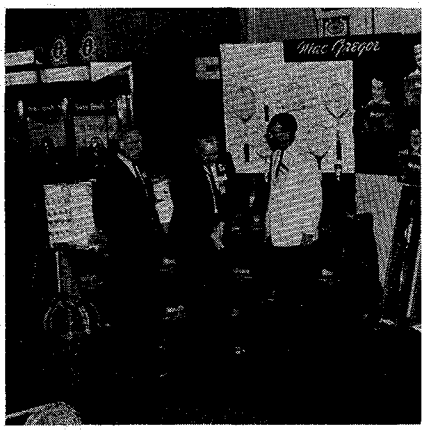
A record number of exhibitors, representing 10 recreation markets, bought out all 87 booths in the NIRA exhibit hall.

Leading the list of exhibitors was the travel industry with 20 tour operators, carriers and agents displaying their services.

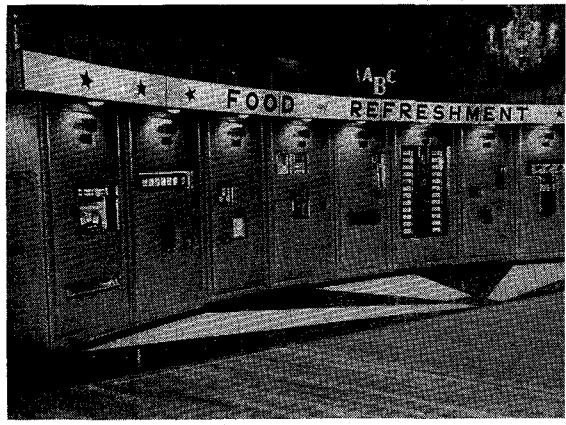
Athletic equipment was shown by 13 manufacturers and distributors. Other fields represented with the number of exhibitors in parenthesis were as follows: automatic vending (9), nonprofit promotional organizations and associations (8), arts and crafts (5), education and entertainment (5), apparel (3), rod and gun (3), gifts and awards (3) and miscellaneous (1).

Products and services on display ranged from bocce balls to hot soup, do-it-yourself jewelry to a tennis ball pitching machine.

Generous door prize donations by exhibitors made an important contribution to the general interest of the entire conference.







Representative exhibits (l-r): The MacGregor Company; Happiness Travel Service; and ABC Vending Corporation



Murray Dick and family hit the chow line during the cruise.



Dog training demonstration on ship

TOURS—highlight use and purpose of recreation facilities

Generally rated as the outstanding feature of the entire conference, the tour of the du Pont Country Club and Sun Oil recreation area gave 500 delegates a first hand look at two of the nation's most outstanding recreation facilities.

Leaving the hotel shortly before noon on May 26, delegates boarded a river cruiser for an excursion down the Delaware River to Wilmington.

While on board, they witnessed a dog training demonstration conducted by the Pet Food Institute. The cruise was conducted through the courtesy of the National Association of Amusement Parks, Pools and Beaches and the Pepsi-Cola Company.

After arriving at Wilmington, delegates toured the extensive employee recreation facilities of the du Pont Country Club which include three 18-hole golf courses. A mixed doubles tennis exhibition starring Margaret Osbourne du Pont, former Wimbeldon champion, was also a part of the program.

From Wilmington, the group traveled by bus to Marcus Hook, Pa., site of the Sun Oil Company's 64 acre employee park and new, $675,000 Sun Center recreation building.

This modern, multi-purpose building was dedicated in April 1958.

The trip to Sun Oil was timed during the late afternoon when employee activities were at their peak. The program also included a concert by the Sun Oil Mixed Chorus, banquet and a skeet shooting demonstration under lights at Sun Oil's Mercury Gun club range.



Sun Oil Mixed Chorus



Aboard the river cruiser



Arriving by bus at du Pont

imagination and resourcefulness are vitally important to the success of any industrial recreation director.

WHAT'S THE BIG IDEA?

"Old stuff" is no fun. It's the fresh approach, the new wrinkle that make your program grow in popularity. The big ideas which do the job best are reported each month in R/M.



Leslie Named President

Elect four vice presidents, eight new directors to NIRA Board. Davis and Starr appointed to executive posts

As the last item of business at its 18th Conference and Exhibit, NIRA delegates elected John H. Leslie as the Association's 15th president and selected eight members to the Board of Directors.

As recreation director of Minnesota Mining & Manufacturing Co., St. Paul, Minn., since 1952, Leslie brings a solid background of recreation experience to NIRA's top office.

A graduate of the Univ. of Minnesota with B.S. and M.S. degrees in Physical Education and Recreation, Leslie served four years as the recreation director for the City of St. Paul, and three years as Minnesota State Recreation Consultant.

Prior to his election as president, Leslie had served NIRA as both a director and vice president.

In addition to his NIRA activities, Leslie is a past president of the Minnesota Recreation Association, past chairman of the Industrial Section of the American Recreation Society and has served on the research committee of the National Recreation Association and the Recreation Section of the Governor's Conference on Minnesota Reserves.

Assisting Leslie are four vice presidents, elected from the Board of Directors, with the following portfolios: Martha Daniell (Membership and Services), Walter Dowswell (Meetings and Elections), Oskar Frowein (Publications and Public Relations) and H. S. Naish (Finances and Legal Affairs).

In addition to the eight senior directors who are completing the last year of their two-year terms, the Association elected eight new junior directors, one from each region:

Region I: Joe Minella, Executive Secretary, Kodak Park Athletic Association, Rochester, N. Y.

Region II: Earl Schreiber, Recreation Director, Timken Roller Bearing Co., Canton, Ohio.

Region III: Walter Dowswell, Recreational Director, Motorola, Inc., Chicago, Ill.

Region IV: Summers Jarrett, Recreation Director, The Chemstrand Corp., Pensacola, Fla.

Region V: John Peters, Plant Manager, Western Machine Co., Milwaukee, Wis.

Region VI: Jim Bernard, Recreation Director, Temco Aircraft Corp., Dallas, Texas.

Region VII: Newt West, Personnal Director, Helms Bakeries, Los Angeles, Calif.

Region VIII: Jim Charrington, Recreation Director, Polymer Corp., Ltd., Sarnia, Ontario, Canada.

President Leslie reappointed Frank Davis, Manager, Lockheed Employees Recreation Club, Burbank, Calif., to his second term as the Association's Treasurer. Davis has also served NIRA as vice president and director.

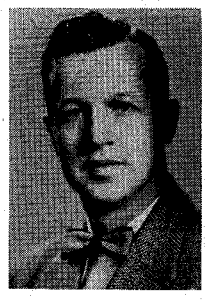
As Director of Research and Education, Leslie appointed Gordon L. Starr, Assistant Professor of Recreation, Univ. of Minnesota.

Starr, who is presently working on his doctor's degree, is also the director of Minnesota's student union, widely known throughout the country for its outstanding recreation program.



NEWLY ELECTED President John Leslie receives the gavel from Past President Tom Croft.





APPOINTED by President Leslie: Frank Davis (l), treasurer, and Gordon L. Starr, director of research.



SENIOR DIRECTORS: (l-r, seated) H. S. Naish, Convair; Martha Daniell, Nationwide Insurance; A. Murray Dick, DOFASCO; and John Leslie, 3M. (Standing): Dean Moneymaker, International Shoe; Oskar Frowein, Republic Aviation; Charles Haggerty, Ford; and C. E. Barnhart, St. Regis Paper.



JUNIOR DIRECTORS: (l-r, seated) Joe Minella, Kodak Park; Walter Dowswell, Motorola; John Peters, Western Machine; Newt West, Helms Bakeries. (Standing): Earl Schreiber, Timken Roller Bearing; Summers Jarrett, Chemstrand; Jim Bernard, Temco Aircraft; and Jim Charrington, Polymer Corp., Ltd.

Frank Davis leads LERC to industry's top recreation honor

Frank Davis, (see photo at right) manager of Lockheed Employees Recreation Club, modestly accepts the Helms Industrial Recreation trophies on behalf of LERC's volunteer commissioners and group leaders.

The presentation was made by Newt West, personnel director, Helms Bakeries during the 18th annual NIRA Conference and Exhibit, May 27 in Philadelphia.

The larger trophy will be rotated next year, but the other will be Frank's well-deserved, permanent possession. Davis, with LERC for 18 years and a NIRA member for 17, has served the Association as vice president and director, and was just appointed to his second term as NIRA Treasurer. In addition, Davis has played an important role in the support of local and regional industrial recreation organizations serving as a director of the Southern California Industrial Recreation Council.





HELMS AWARD TO LOCKHEED

Self-sustaining, widely diversified program chosen for first NIRA achievement trophy

The Lockheed Aircraft Corp., Burbank, Calif., has been selected as the first winner of the new Helms Athletic Foundation award honoring the most outstanding employee recreation program of the year.

Employing some 48,000 aircraft workers at its mammoth Southern California location, Lockheed has long been a pacesetter in meeting the leisure-time needs of its employees.

Its amazingly diversified and well-rounded employee program includes 32 different hobby and craft clubs in addition to well-developed programs in sports, women's activities, youth training, music and travel.

Almost 300 employees belong to 18 Bible study groups, while others ride their hobbies in such specialized activities as the Lockheed Mining and Prospecting club, the Pipe club, the Watch and Clock club and more usual activities as skin diving, model railroading, stamp collecting and dancing.

Yet, Lockheed's vast program is entirely self-sustaining. All activities are sponsored by the Lockheed Employees Recreation Club, which derives its income from vending machine proceeds and rental of income properties donated to the Club by Lockheed.

LERC charges no membership dues and all employees, their families and all retired employees are eligible to participate in the program.

Club activities run almost around the clock with schedules custom-tailored for day and night shift members.

In addition to a full time staff of eight, headed by LERC Manager, Frank Davis, Lockheed's program is conducted by 81 elected employee representatives and 283 volunteer commissioners and group leaders.

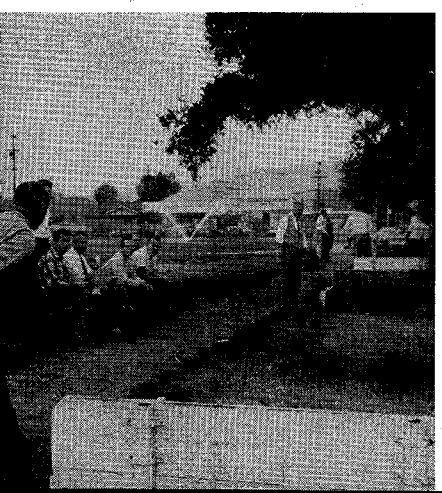
The Club owns and operates a 15,000 sq. ft. recreation building and five acre park. However, activities overflow into school, city and county owned gyms, pools and golf courses.

Specifically, the Helms Industrial Recreation Achievement Award is presented to the company with NIRA membership considered to be the most outstanding in the furtherance of industrial recreation during the year.

Lockheed was selected from a field of nine finalists who were judged on six points: leadership, organization, financing, program, facilities and contributions to recreation.

Eight nationally prominent sports and recreation leaders served as judges: Theodore P. Bank, president, Athletic Institute; Robert Cox, president, U. S. Junior Chamber of Commerce; Floyd R. Eastwood, associate dean of students, Los Angeles State College and first NIRA president; Tom Harmon, sports director KNX, CBS Radio; Sidney L. James, managing editor, SPORTS ILLUSTRATED; Sam C. Monetta, president, National Sporting Goods Association; Rev. Bob Richards, director, Wheaties Sports Foundation; and Harry A. Stuhldreher, assistant to vice president, U. S. Steel.

LUNCH-TIME activities such as horseshoes are an all-important part of LERC's well-rounded sports program.



MODEL RAILROAD club, meeting in the LERC Building, is one of 32 club activities offered to employees.



SPORTS CAR clubs, both for day and swing shifts, regularly conduct rallies and tours for auto fans.





NATIONAL PISTOL TEAM award is accepted for Douglas Aircraft by Ken Kellough (l), North American Aviation, Inc. Frank Daniel, NRA, makes the presentation.

ZEPS, DOUGLAS TOP MARKSMEN

First NIRA postal rifle and pistol contest draws industry shooters from coast to coast

Goodyear Tire & Rubber's Zeppelin Rifle team, Akron, Ohio, and Douglas Aircraft's Long Beach (Calif.) Pistol team took top honors in NIRA's first postal shooting matches which concluded May 1.

The team champions also provided the individual winners with Joe Broderick, Goodyear, hitting 197 of 200 shots to take the rifle title and Henry Biggs, Douglas scoring on 185 of 200 for the pistol championship.

In all, a total of 404 employees participated in the team and individual rifle and pistol matches with entries ranging from Portland, Oregon to Sarnia, Ontario, Canada.

Even the ladies took part with Ruth Fox and Ruth Patton forming the better half of the Region 1 rifle team champion, CIBA Pharmaceutical Products. The event was held in conjunction with the National Rifle Association.

POSTAL RIFLE MATCH RESULTS

INDIVIDUAL CHAMPIONS

National Winners	Score
Joseph Broderick, Goodyear Tire & Rubber Co., Akron Ohio	197
W. E. Summers, Goodyear Tire & Rubber Co., Akron, Ohio	195
T. Y. Wu, Ford Motor Company, Ann Arbor, Mich.	195
Jean Linton, Goodyear Tire & Rubber Co., Akron, Ohio	194
Henry Woltman, Minnesota Mining & Mfg. Co., St. Paul, Minn.	192
Kenneth Despard, Barber-Colman & Co., Rockford, Ill.	192
W. R. Cox, Goodyear Tire & Rubber Co., Akron, Ohio	192
Regional Winners	
1. Earl Lessenthien, CIBA Pharm. Prod., Summit, N. J.	181
2. Robert Hixenbaugh, Goodyear Tire & Rubber Co., Akron, Ohio	190
3. J. M. Wilson, Guide Lamp Div., Anderson, Ind.	187
Alexander Smith, Ford Motor Co., Dearborn, Mich.	187
4. Edward Colley, West Point Mfg. Co., Langdale, Ala.	180
5. George Rayman, Minneapolis Gas Co., Minneapolis, Minn.	189
7. Steve Dymesich, Aerojet General Corp., Sacramento, Calif.	175
8. Len Clements, Dominion Foundries & Steel, Hamilton, Ont.	186

TEAM CHAMPIONS

National Winners	
Zeppelin Rifle Club #1, Goodyear Tire & Rubber, Akron, Ohio	770
Ford Motor Company #1, Lincoln Park, Mich.	748
Minnesota Mining & Mfg. Co. #1, Wilernie, Minn.	747
Barber-Colman Ass'n Rifle & Pistol Club, Rockford, Ill.	735
Regional Winners	
1. CIBA Rifle Club, CIBA Pharm. Products, Madison, N. J.	684
2. Zeppelin Rifle Club #2, Goodyear Tire & Rubber, Akron, Ohio	731
3. Ford Motor Company #2, Wyandotte, Mich.	718
4. West Point Mfg. Co., West Point, Ga.	695
5. Hyster Rifle & Pistol Club #1, Hyster Co., Portland, Ore.	711
8. Dominion Foundries & Steel Ltd., Hamilton, Ont., Canada	650

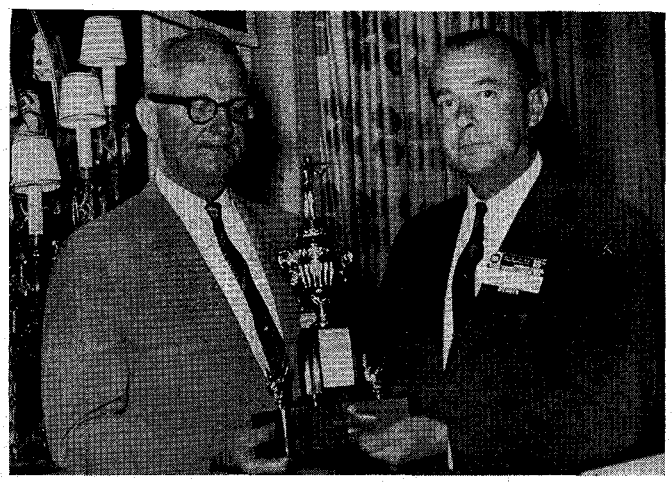
POSTAL PISTOL MATCH RESULTS

INDIVIDUAL CHAMPIONS

National Winners	
Henry Biggs, Douglas Aircraft, Inc., Long Beach, Calif.	190
Henry Woltman, Minnesota Mining & Mfg., St. Paul, Minn.	184
George Rice, Guide Lamp Div. of GMC, Anderson, Ind.	183
Norman Goelzer, Ford Motor Company, Dearborn, Michigan	181
Monrad Thorson, Ford Motor Company, Dearborn, Michigan	180
Regional Winners	
1. Bernard Schoen, Delco Appliance Div., Rochester, N. Y.	177
2. K. S. Cook, North American Aviation, Columbus, Ohio	176
3. Ed Hill, Delco-Remy, Anderson, Ind.	177
4. Earl Ruckieschel, Eastman Kodak Processing, Atlanta, Ga.	164
5. Stanley Kziewientkoski, Hyster Co., Portland, Ore.	171
6. W. L. Patrick, Jr., Convair, Fort Worth, Texas	164
7. H. A. Drake, Jr., Douglas Aircraft, Long Beach, Calif.	172
8. H. Warner, Polymer Corp., Ltd., Sarnia, Ont., Canada	144

TEAM CHAMPIONS

National Winners	
Douglas Aircraft Long Beach Pistol Club #1, Calif.	706
Delco Pistol Team, Delco Appliance Div., Rochester, N. Y.	683
Regional Winners	
1. G. E. Rifle & Pistol Club, General Elec. Co., Salem, Mass.	613
2. North American Aviation, Inc., Columbus, Ohio	659
3. Ford Motor Company #1, Wyandotte, Mich.	652
4. Kodak Processing Laboratories #1, Atlanta, Ga.	569
5. Hyster Rifle & Pistol Club #1, Hyster Co., Portland, Ore.	648



NATIONAL RIFLE TEAM award is presented to Bid Edmund (l), director of recreation for Goodyear Tire & Rubber Co., by Frank Daniel, National Rifle Association secretary.



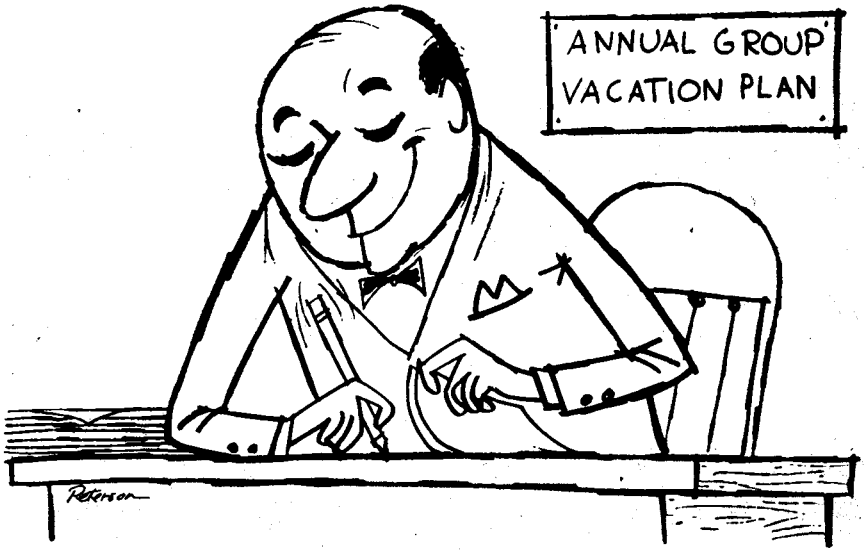
GOODYEAR ZEPPELINS, national NIRA rifle champions, (l-r) Robert Hixenbaugh, Robert Taylor, Joseph Broderick and W. E. Summers. Broderick won individual rifle title.

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YOUTH PROGRAMS GAIN

As in other sports, youth shooting programs have caught on in a big way. Presently, NRA Junior Clubs for shooters under 19 years of age number more than 4,000. Safety-wise these programs have a record unmatched by any other sport. In 30 years of the NRA junior program not more than four minor accidents have been reported from the 3½ million youngsters trained.

A unique appeal of youth shooting programs is that father and son can share the experience together. At left, father coaches son in the use of the shotgun. Similarly, several industrial gun clubs sponsor instruction for juniors to qualify them for a hunter's safety certificate, a requirement in some states before persons under 16 can purchase hunting licenses. Father and son, even mother and daughter, teams are becoming very popular.

THE CASE FOR SHOOTING

If you need any, there are plenty of reasons to support sponsoring and conducting industrial shooting activities

To early Americans, ability to shoot was a life and death matter. Almost every able-bodied man was an expert with a rifle.

Yet, today, shooting claims four times as many enthusiasts than the U. S. had citizens at the end of the 18th century.

More than 15 million people find fun and relaxation in rifle, shotgun and pistol shooting.

It ranks as the 12th most popular recreation activity in industry with more than 34 percent of industry sponsoring some form of shooting program. In fact, 15 per cent of 264 NIRA member companies responding to a recent survey operate their own outdoor shooting facilities. Industrial shooting activities have increased almost 31 per cent in the last eight years.

Why the popularity? Few activities offer an equal share of fun to all employees. In a shooting program, a 90 lb. secretary can achieve just as much, and compete on the same basis as the burly production worker. An elderly employee, long past his athletic prime, can be the best rifle shot in the plant.

It is a sport in which the handicapped can compete right along with the physically able.

Industrial gun clubs are usually operated on a self-sustaining basis, even when they construct their own facilities. Unlike most other recreation activities, shooting clubs have a built-in source of income: sales of ammunition to members.

Generally, the club's treasurer will purchase ammunition wholesale from a sporting goods or hardware jobber. He then marks up the stock 10 per cent for resale to members. The proceeds go to the club treasury, but members are still able to buy ammunition at a considerable savings under regular retail prices.

Range construction can be accomplished within the club's budget without raising membership dues or asking management for financial aid.

A sheet of steel, a couple of boards and a few yards of sand in a room 60 to 75 feet long will put an indoor range in any building. (See Jan. '59,



AERIAL VIEW of the Middletown, Ohio, Sportsman's Club, home of the Armco Industrial Trap Shoot. For details on this year's meet see page 17.

R/M, page 12, "You Can Build an Indoor Range.")

Land requirements for skeet and trap fields are not prohibitive. Neither are installations costs. Trap fields can be equipped for as little as $500., and your club can install a skeet layout for as little as $1,000.

If room or the opportunity to build your own facilities is not readily available, arrangements may easily be made with local gun clubs for use of their facilities.

However, the investment in your own facilities pays big dividends both in maintaining and increasing active participation and in assuring a full share of shooting enjoyment the year around.

With their combined resources, an organized group can provide better shooting facilities, give instruction to new members, conduct active programs and do all the other things possible for any group with a common interest.

Almost any company, regardless of size, has a nucleus of sharpshooters who could find more enjoyment by banding together. In forming a shooting club, a big send-off in the right direction can be assured by writing to the National Rifle Association of America, 1600 Rhode Island Ave., N. W., Washington 6, D. C.

In some localities, the Sportsmen's Service Bureau, 250 E. 43rd St., New York 17, N. Y. will send a field man to your office to assist you in planning a successful shooting program.

Both of these non-profit organizations stock literature and other materials covering every aspect of shooting activity.



DISTINCTIVE on their tweed hunting jackets, members of Bausch & Lomb's Balco Rod and Gun Club sport new club buttons.



HOW CAN he miss? Left eye patch blocks out target but doesn't obscure vision. Iris piece on right eye controls light for better firing.

In organizing a group of shooters it is necessary to concentrate on the following essential requirements:

1. Make sure the group includes all the shooting enthusiasts in the company. The greatest amout of pleasure is derived from shooting activities if they are shared with other companions.

2. Interest at least one of the more experienced shooters in the company in joining the club. This is especially important for shooting groups composed primarily of novices.

3. Find a suitable place to install a range or arrange for the use of facilities belonging to an established shooting club. A wealth of information on this subject is available from the NRA.

4. Plan to use a handicap system. In any industrial activity there is bound to be a great variance in abilities and skills. With handicaps, the poorer shooters have a chance to be on the winning team and their interest will be sustained.

5. Organize various types of shooting matches. Direct shoulder-to-shoulder competition with other shooters will provide the incentive to improve shooting ability and stimulate interest in the club's program.

6. Make a point of safety rules. This should be stressed to all members. The cardinal rule of gun safety is to treat every gun with the respect due a loaded gun.

7. If the group includes ten or more shooters, it would be well to organize the club on a formal basis. The details of operating a range and running events can best be handled by delegating authority and responsibility to certain club members.

Handicapping by average, not distance, solved problem

As any shooter knows, the standard system of handicapping a trapshoot is by distance. However, at the layout used by the Minneapolis Gas Company, this was impossible. The terrain (see photo at right) wouldn't permit it.

With the skill of its shooters ranging widely, some arrangement was necessary to prevent a walk-away.

After a period of experimentation, the following system was devised. First, total the five team member averages to compute the team average. With each team member firing at 25 targets, the most targets a team could break would be 125. Thus 125 is "scratch." The handicap is then figured by taking .667 of the difference between the team average and 125. This handicap is then added to the number of targets actually broken to compute team scores.

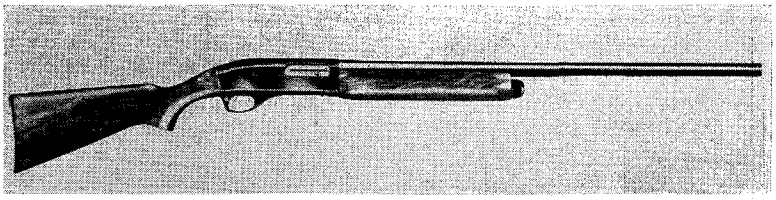
The handicap applies only to teams, not individuals. New handicaps are computed after each meet. With this system, the closeness of the race kept interest high.



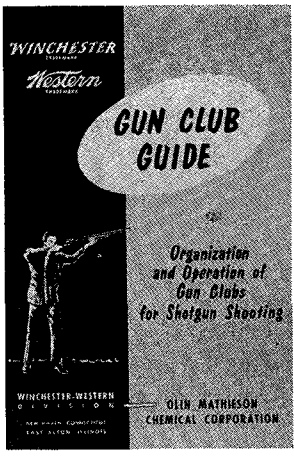
Shooter's Shopper

Significant new product developments plus informative program materials make a substantial contribution to the enjoyment of all shooting sports.

The product improvements introduced this year by the arms and ammunition industry, and described here, have already created widespread discussion in gun clubs throughout the country. The three booklets offer valuable information for starting a new shooting program or for adding greater interest to established shooting activities.

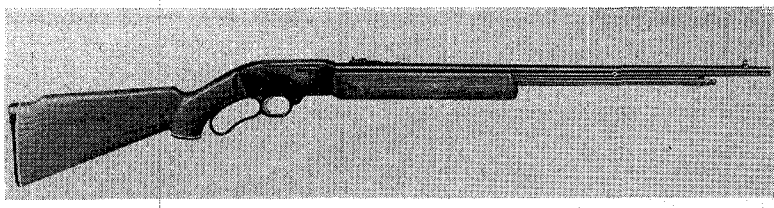


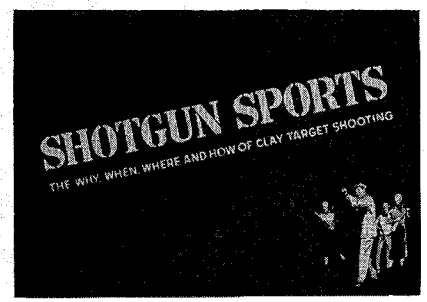
New gas-operated autoloading shotgun, a highly dependable, popularly priced, general purpose field gun, has been introduced by Remington Arms. The Model 878 "Automaster" features rapid loading, fast pointing qualities, precision construction and less recoil. Available in 12 gauge, price: $109.95.



"Gun Club Guide," excellent 32-page booklet covers organizational details including sample club constitution, skeet and trap field layouts, special shooting events. Copies available from Winchester-Western, Hartford, Conn.

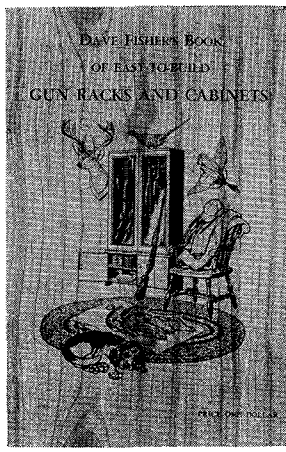
Mossberg Model 400 "Palamino" is a modern version of the glamorous Western rifle. This new .22 cal. rifle features hammerless lever-action. A 20-shot repeater with tubular magazine, the Model 400 is chambered for short, long and long rifle cartridges. Easily removable side piece provides fast access to all parts. Retail price: $68.88.



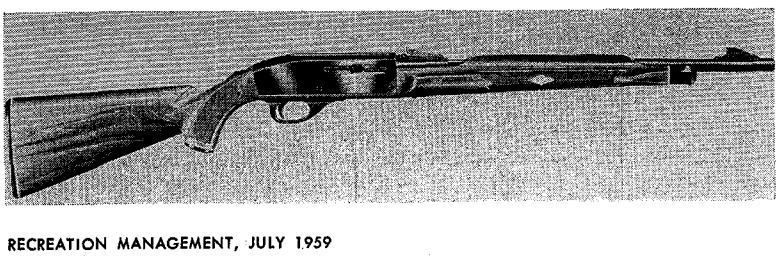


"Shotgun Sports," a 24-page booklet covering all phases of clay target sports from hand traps to formal skeet and trapshooting competition. Numerous illustrations provide excellent tips on improving scores. Reasonably large quantities free upon request to the Sportsmen's Service Bureau, 250 E. 43rd St., New York 17, N. Y.

New 22 cartridge, now in production by Winchester-Western, fills the void between conventional 22 rimfires and centerfire cartridges, giving the sportsman an inexpensive intermediate range cartridge. The new 22 Winchester Magnum Rimfire offers the rifle shooter an effective combination for rabbit and squirrel hunting, and mid-range varmint shooting. The handgun enthusiast will find longer range, flatter trajectory and greater knockdown power than with standard 22 rimfires or many centerfire cartridges. Commercial rifles and pistols are being chambered for the new round.



"Gun Racks and Cabinets," by Dave Fisher provides complete patterns for building six different racks and cabinets plus tips on wood finishing. Write Ithaca Gun Company, Inc., Ithaca, N. Y. Special 50¢ rate per copy to R/M readers.



New Remington "Nylon 66" autoloading 22 rifle combines structural nylon with steel to produce a highly effective sporting gun with extreme durability. Since all moving parts bear against nylon, no lubrication—aside from protective oiling—is necessary. Weighs only 4 lbs., won't fade, warp, chip or peel. Gives excellent target performance. Price: $49.95.

Armco Trap Shoot

The 10th annual Armco Industrial Invitational Trap Shoot will get underway Sunday, Sept. 6, at the Middletown Sportsmen's Club, Middletown, Ohio.

Sponsored by the Armco Steel Corporation Gun Club, the meet is open to any industrial company with each firm permitted to enter as many teams as it desires so long as the shooters are bona fide employees.

A five-man team event, each man will shoot at 50 birds, the first 25 from the 16 yard line, and the second 25 from a distance set by an established handicap scale.

Last year, Armco's #1 team won out over a field of 61 teams smashing 233 out of a possible 250 targets. It was Armco's first championship in their own meet since 1954.

Bruce Spaulding of Winchester-Western successfully defended his individual championship, missing on only one of 25 shots.

Companies desiring to enter this year's event should supply the following information to Clarence Abell, director of activities, Armco Steel Corporation, Middletown, Ohio, no later than Aug. 31:

1. Name and address of company.
2. Full names of five shooters constituting the team, team captain and alternates.
3. $10 entry fee. Make checks payable to The Armco Association Activities.

The entire entry fee will cover awards for the top four teams and four high individuals plus individual trophies for members of the leading four teams.

Entrants must furnish their own shells, however, ammunition and clay targets will be available at the club at general prevailing prices.

Mid-West Golf Tourney

The 14th installment of industry's biggest tournament, the Mid-West Industrial Golf Championships, will be staged Aug. 15 and 16, on the Purdue University Golf Course in Lafayette, Ind.

For the second year, the 36-hole tournament will be run in three divisions for teams and individuals.

The top three teams in each division will receive trophies with the rotating W. W. Sebald award going to the Division 1 winner.

Individuals will also be assigned to divisions, but any golfer may play in a lower average flight if he so chooses.

The six low scorers in each division will select their awards from a terrific jackpot of prizes which will include Polaroid-Land cameras, transistor radios, portable barbeque grills, Gruen watches, 50-piece stainless steel flatware sets, and two-suiter suitcases.

Any industrial company is eligible to enter providing all players are bona fide employees. No company can enter more than two teams from any one city.

The $20. entry fee per team covers trophies, printing and additional personnel with each company paying their own expenses for travel, room and board, green fees ($2.50 per round) and cart and caddy fees. Additional information will be forwarded upon receipt of the entry form printed below.

OFFICIAL ENTRY FORM

14th Annual Mid-West Industrial Golf Championships
Purdue University Golf Course, Lafayette, Ind.
August 15 and 16, 1959

Company Name_____ City_____ State_____

Golf Chairman_____ Phone: Office_____ Home_____

Names of Players and Individual Averages (Full names please)

1._____ 2._____

3._____ 4._____

Teams Average Score for 18 Holes_____

DEADLINE: AUGUST 3. SEND COMPLETED ENTRY FORM TO:
Ray O. Detrick, Executive Secretary
Mid-West Industrial Golf Tournament
Goodyear Tire & Rubber Co., Akron 16, Ohio

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Without obligation we shall be glad to explain our services.
Your inquiries invited.

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copy must be received by the 5th of the month before date of issue in which ad is desired

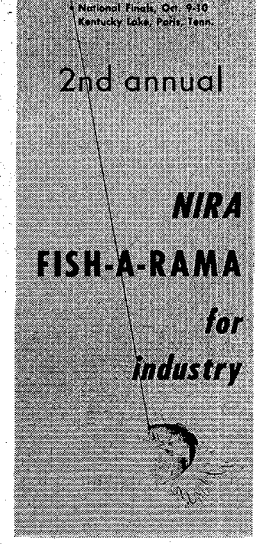
ATHLETIC APPAREL

Team and Industrial Patches Made to Order. Send rough sketch, quantity, size and colors for prices. T-Shirts—Sweat Shirts—Jackets, etc. Request complete catalog on company stationery.
THE FELT CRAFTERS, Plaistow 12, N. H.

POSITIONS WANTED

Asst rec dir for large firm, 2 yrs experience in all phases of company program from tours, league scheduling, award dinners, purchasing, vending. Age 32, married, two children.
CP16—RECREATION MANAGEMENT

College grad, with master's in community organization and 20-plus years experience in community center and social work seeks position in industrial recreation. Top references.
CP17—RECREATION MANAGEMENT



NIRA Fish-A-Rama

ENTRY RULES MAILED TO MEMBERS

Be on the lookout for the handsome folder pictured above. It contains the official rules and entry blank order form for the second annual NIRA Fish-A-Rama for business and industry.

Enclosed with the forthcoming July issue of the NIRA News Bulletin and Idea Clinic, the folder explains in detail the specifics of this year's event.

To be conducted in two divisions, a postal contest and the national finals, the Fish-A-Rama has been designed to help industrial recreation directors stimulate activity in their own company fishing programs without increasing costs or adding to the administrative load of the recreation department. The contests will fit in with any established program.

The postal contest will be held in eight classifications with national winners named for the best catches of trout, bass, walleye, muskie, northern pike, salmon, pan fish and an open category for all salt water fish.

To enter, employees merely complete the official entry form with the required information on the fish caught. The entry fee is a nominal $1. per individual.

The national finals will again be held at Paris Landing State Park, Tenn., on the shores of Kentucky Lake, Oct. 9-10.

The total catch of each contestant will be judged by a point system on the basis of weight and length of fish caught regardless of species.

These points will then be added to the scores compiled in a casting contest to determine industry's Grand National Fishing Champion.

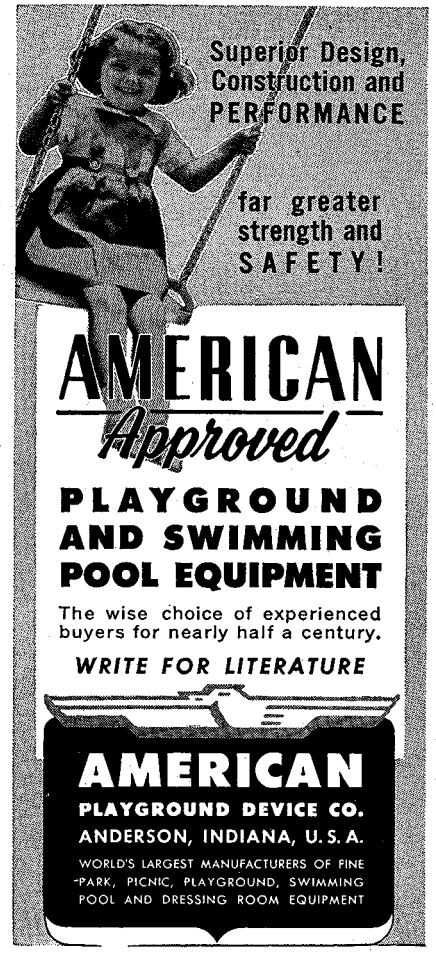
Entrants in the national finals will be furnished with a boat and motor, experienced guide, Tennessee fishing license, welcome fish fry and the awards banquet as part of their $25 entrance fee.

National championship trophies will be presented to the winners of each of the eight specie classifications in the postal division and to the winner of the national finals.

A jackpot of merchandise prizes will also be awarded in both divisions of the NIRA contest.

Deadline for submitting entries in either contest is Sept. 15, but preparations to enter and publicity to stimulate interest should begin now.

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How to Catch

FISHERMEN



to stimulate participation in your company program

ENTER

2nd annual NIRA FISH-A-RAMA

open in two divisions

(enter either one or both)

• Postal Contest

As an added attraction to your company fishing program, enter the best catches made during the year by your employees. National Fishing Champions of Industry will be named in each of eight species: Trout, Bass, Muskie, Northern Pike, Salmon, Pan Fish, Walleye and salt water fish. Entry fee, $1.00 per individual. Write NIRA for official entry form. Deadline: Sept. 15.

• National Finals

The best prize you can give your company fishing champion—send him to the National Finals of the NIRA Fish-A-Rama held on Kentucky Lake near Paris, Tenn., Oct. 9-10. Here, your representative will vie for national honors against employees from companies throughout the U. S. and Canada. Entry fee of $25.00 includes boat, motor, experienced guide, Tennessee license, welcome fish fry and entertainment and the awards banquet. Special room rates have been arranged in the beautiful Paris Landing State Park Inn. Fisherman with highest total points based on weight and length of fish caught plus casting contest wins. Entry deadline: Sept. 15.

Eligibility: Any employee of a NIRA member company is eligible to enter either the Postal Contest or the National Finals.

Entries: Official Fish-A-Rama entry forms may be obtained from the National Industrial Recreation Association. Completed entries for either contest must be returned to NIRA, postmarked no later than Sept. 15.

Awards: Postal contest winners in each of the eight species will be awarded National Championship Trophies. All entrants will be eligible to win a jackpot of outstanding fishing and boating merchandise prizes. Winner of the National Finals will be awarded the handsome Grand National Championship Trophy. Additional trophies will be presented to runners-up and all finalists will receive merchandise prizes.

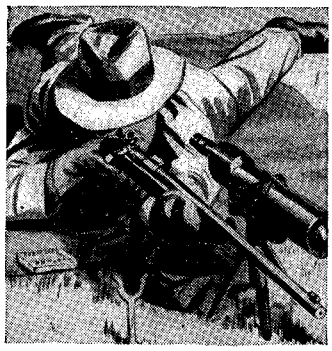
Benefits to YOU: The NIRA Fish-A-Rama is conducted to help you stimulate participation in your company program, whether it's a one day outing or a season-long contest. Publicize your program by announcing that the best catches in each specie will be entered in the NIRA Fish-A-Rama Postal Contest. National winners will receive handsome trophies and outstanding prizes. Then give your champion fishermen the best award possible. Send them to the NIRA Fish-A-Rama National Finals on Kentucky Lake near Paris, Tenn. Here, they will fish in a resort atmosphere with a top guide on a nationally acclaimed fisherman's paradise. Entry fees are nominal, $1.00 per individual in the postal contest, $25.00 for the National Finals. Write NIRA for entry forms.

NIRA 203 N. Wabash Ave., Chicago 1, Illinois

4 exciting sports in 1



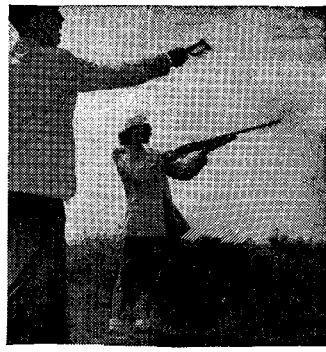
Skeet Shooting



Rifle Shooting



Revolver Shooting



Hand Trap Shooting

SHOOTING

There's sport for every season . . . every age group when your recreation program includes shooting. A traditional American favorite, shooting is one of the nation's most popular leisure-time activities—with about 20 million enthusiasts today! You probably have many shooters in your plant . . . can build your program around any or all of *four different kinds of shooting*—

TRAP AND SKEET—fast-moving shotgun sports with a nation-wide following. "Powdering" targets is a thrilling test of coordination and timing—fun to shoot, exciting to watch.

RIFLE—enjoyed on both indoor and outdoor ranges. Competition: intramural, with neighboring teams, and through postal and telegraphic matches. Match your team against teams at your company's other plants!

REVOLVER—one of America's favorite forms of competitive shooting—on easily constructed ranges, indoor or outdoor—a wide variety of interesting events.

HAND TRAP SHOOTING—excellent practice for the shotgun hunter. Targets can be thrown high, low, fast or slow—a real test of shooting skill, and fun besides!

You can start a shooting program on as modest or as large a scale as you wish. Remington has helped many successful industrial gun clubs—will send full information. Just check items you'd like and mail the coupon.

FREE All the information you need to start a successful shooting program. **CLIP AND MAIL TODAY**

Send me, without obligation, the information I have checked below. Address: Shooting Promotion Section, Dept RM-5. Remington Arms Company, Inc., Bridgeport 2, Conn.

☐ **RIFLE**—Product catalog and literature on rifle shooting.

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☐ **SHOTGUN**—Product catalog and literature on gun-club operation.

☐ **TARGET THROWER**—Descriptive folder on target thrower and targets.

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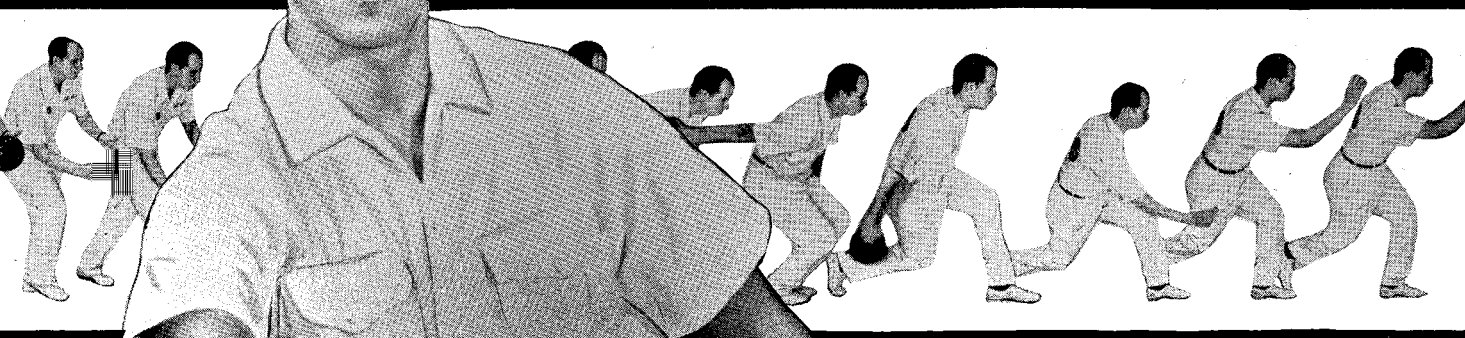
Remington DU PONT

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RECREATION MANAGEMENT

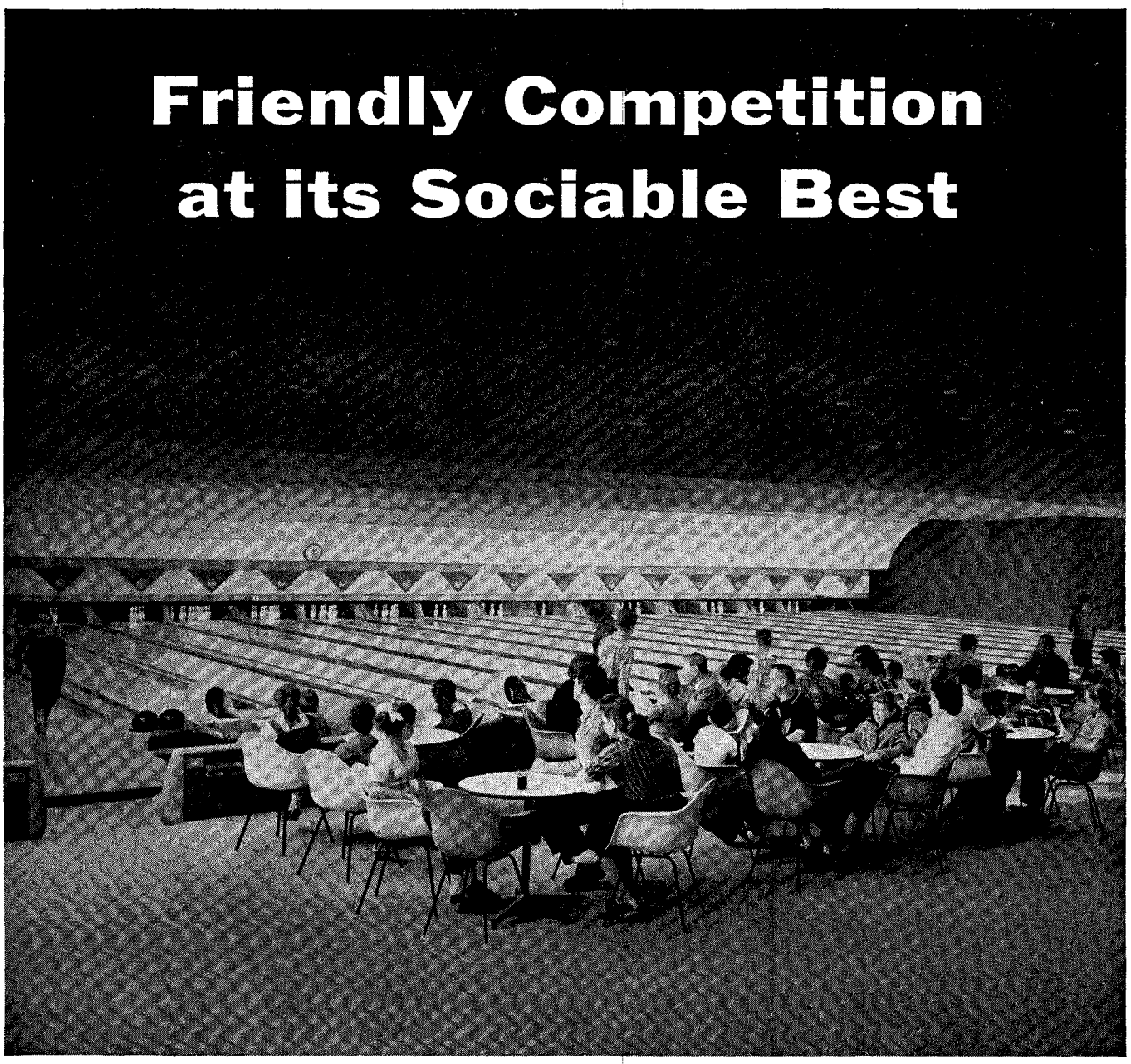
THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY

Bowling Preview



in this issue:

Friendly Competition at its Sociable Best



WITH AMF AUTOMATIC PINSPOTTERS

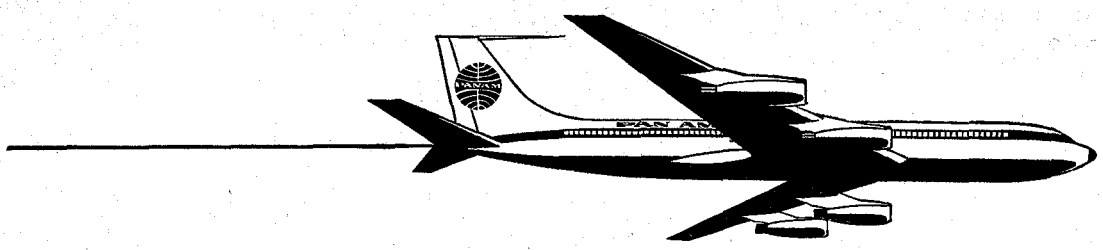
Bowling is a fun-filled group activity that makes nodding acquaintances into good friends. Anyone can bowl...men, women, youngsters and golden agers. It's the healthful exercise that can be enjoyed informally or in bowling leagues. And, bowling in AMF-equipped centers means you'll enjoy bowling at its best. Remember...AMF *means the finest!*

It's easy to develop a program that's best suited to your employees and their families. Just get in touch with your nearest AMF "Magic Triangle" proprietor...he'll be glad to help you.

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"MAGIC AMF TRIANGLE"
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GROUP TRAVEL TO EUROPE AT HALF THE REGULAR FARE

The most amazing development in world travel today is low-cost charter air trips. You can hire a Pan Am plane to carry a charter group from New York to Paris, for example, for a cost that works out around *half* the regular fare per person.

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And Europe is just one of any number of places you can visit. Wherever in the world you want to go, to the Caribbean, Hawaii and the Mid-Pacific, or even the Orient—you name it: Pan Am knows the world like the palm of its hand.

Here are the facts on low-cost group travel abroad, as compiled by group-travel experts at Pan American—the airline that carries more group travel overseas than any other.

- Charters may be arranged for any bona fide group or organization as defined by the Civil Aeronautics Board.
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- Pan Am charters can be arranged to all 6 continents of the world.
- For a free air charter estimate of *your* group, contact either your own Travel Agent or call Pan Am.
- For complete information, send for your copy of the 20-page master booklet "Guide to Group Travel." Write to Philip M. Siefert, Manager Special Sales, Pan American, 28-19 Bridge Plaza North, Long Island City 1, N. Y. Mr. Siefert will have a copy in your hands in the next mail.

*Trade-Mark, Reg. U. S. Pat. Off.

Here are 2 big reasons why the Fall of 1959 is the time to go:

1. Low charter rates to all the world, even on the new Jet Clippers.
2. Hotel accommodations and ground expenses just about everywhere are far less in the Fall — the so-called "off-season."

NOTE: For groups of 60 or less, regular Clipper service with special tour conductor privileges is your best buy. Pan Am allows bona fide tour organizers one passage free for every 15 persons in the group.

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WORLD'S MOST EXPERIENCED AIRLINE

FIRST ON THE ATLANTIC ... **FIRST** ON THE PACIFIC ... **FIRST** IN LATIN AMERICA ... **FIRST** 'ROUND THE WORLD

TOP MANAGEMENT SPEAKS:

The following remarks were taken from the address by Robert G. Dunlop given to delegates at the 18th annual NIRA Conference and Exhibit.

Industrial recreation is not a form of welfare work, but a profitable business investment bringing both spiritual and material gains

Industrial recreation has, in many ways, come of age. No longer viewed as a somewhat questionable venture in employee relations, recreation is now firmly established on the basis of objective business judgment as an essential management function.

The logic behind this widespread acceptance is readily apparent. We recognize that employees are more than just units of productive capacity. They are social entities whose individual needs and interests go beyond that which can be satisfied by fair wages, shorter hours and good working conditions alone.

As human beings they have human needs for recognition, self-expression and companionship. They have a need for creative diversion from a job that may be impersonal and monotonous.

To work towards the satisfaction of these needs is in management's self-interest at the same time that it performs a social service. People are the most essential components of any business enterprise, and their productivity is directly related to their health, happiness and ability to work together in an atmosphere of cooperation and harmony. Viewed in this light, industrial recreation is not a form of welfare work, but, realistically, a profitable business investment bringing about both spiritual and material gains.

It is interesting that while we recognize recreation programs in industry as being beneficial, there is considerable vagueness at pin-pointing these benefits.

There seem to be few research studies on this subject. Those studies with which I have had contact do not give conclusive evidence on the relationship between employee participation in recreation programs and such indices as absenteeism rates, productivity and job stability.

Nevertheless, there are several broad areas in which I think we safely can outline some of the benefits.

As it involves those elusive factors that we speak of as morale and esprit de corps, recreation serves to cut across the reserve and formality of daily business life. Recreation activities do not follow a company organization chart, but bring together management and labor on an equal basis. No communications media can create the same degree of harmonious understanding.

In the informal atmosphere of off-the-job activities, employees have an opportunity to continue to expand upon the contracts they make during working hours. Such interrelationships go a long way toward knitting a corporate organization into a cohesive personalized group.

Through its support of recreation activities, management demonstrates its concern for the welfare of its employees. It strengthens its image in the community as a good place to work.

Recreation obviously promotes physical and mental health by providing a change of pace from routine jobs, noise, tension and fatigue.

In the final assessment, what is gained from a recreation program will depend on how extensive that program is, how capably it is conducted and how closely it is directed to the needs of the persons involved. A recreation program, to be successful, must be tailored to local conditions, to the needs, interests and abilities of the employees immediately concerned.

The most successful programs are those that have been organized and subsequently administered by the employees themselves. In such cases, management's position has been to assume a passive role and to stand by to provide financial assistance, advice and guidance as requested. Recreation, as with other forms of personal enjoyment, loses its spontaneous quality when it is forced upon people or unduly restricted by excess controls.

Robert G. Dunlop
President
Sun Oil Company



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RECREATION MANAGEMENT

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Publisher.....DON L. NEER

Editor.....HOYT A. MATHEWS

Associate Editor.....PAULINE LIPSKY

Circulation Manager.....DOROTHY B. MORRISON

AUGUST COVER—Billy Welu, member of the AMF promotion staff, displays the form that has brought him top billing among the bowling stars of today. Sequence photos show his smooth delivery from start to finish. The August cover was designed by Leo Rotelli.

IN SEPTEMBER R/M

CHRISTMAS PREVIEW

Here's a run-down on the most popular types of industrial Christmas celebrations and time-tested tips for conducting them successfully.

TURKEY SHOOT

An ideal fund raising and recreational activity, turkey shoots have been a prime source of revenue for many rod and gun clubs. September R/M explains several ways to stage one.

CAB REGULATIONS

The new Civil Aeronautics Board regulations governing charter flights will be interpreted as an aid to future travel club planning.

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by LLOYD R. LUDWIG



HOW to choose a bowling center

By checking these standards, league secretaries can make sure they won't be caught short on bowling facilities

Bowling today holds the "indoor championship" for the largest number of active participants in the United States.

Upwards of 22 million men, women and children bowl in approximately 10,000 centers of varying size, design and modern convenience throughout the country, and the numbers are getting bigger every day.

Everyone seems to have some kind of opinion as to exactly why bowling has caught on so dramatically after lying around the country in comparative oblivion for hundreds of years, and strangely, each has a different reason.

A big segment gives credit to the automatic pinsetter development; others to the recreation angle. One group credits increased leisure time with the growth of all recreational activities, bowling included.

Some groups like to hang the credit line on bowling as a family sport, while hard-headed business men take a look at the advertising and promotion budgets of the manufacturers and become convinced that the public has been sold bowling like they have a hundred million other items of necessity and pleasure.

But all those who speculate on the reasons behind bowling's tremendous post-war growth are unanimous in one opinion: a post-war bowling phenomenon, the industrial league, is the real foundation of present-day bowling, and it looks like it carries the sport's future on its back.

The rise of industrial league bowling has produced a stability in the bowling center business unheard of a decade ago. Because league bowling forms a major portion of most centers' gross income, smart managers woo industrial league secretaries with a fiery ardor to swing the business into their centers.

Under the impact of an eager manager's barrage, some secretaries inadvertently overlook a center's shortcomings. They forget that bowling centers are like the "little girl who had a little curl"—when they are good they are very, very good, but when they are bad they are horrid.

How can secretaries be sure they're not going to be shortchanged on bowling facilities? At AIBC, we've drawn up a set of standards that might help as a guide. We call them the SPECIAL rule.

The SPECIAL rule:

- S oundproofing
- P arking, pro shop, publicity
- E quipment
- C ourtesy, cleanliness
- I nstruction
- A ir conditioning, accessibility, accommodations
- L ane upkeep, luxury

Bowling centers measuring up to the SPECIAL rule will help a league to a successful season; anything short of this mark can become a liability to teams.

SOUNDPROOFING

Post-war bowling centers are quiet. The advent of the automatic pinsetter caused a revolution in bowling center design, not only in the pin area but throughout the building. If a center is adequately soundproofed, it will increase the pleasure of bowling by reducing wear and tear on the bowlers' nerves.

PARKING

Adequate, well-lighted parking lots are a must for any center competing for league contracts, since most teammembers drive to the center. A top bowling center nowadays is flanked by well-paved parking lots fully-illuminated to discourage vandalism.

PRO SHOP

RECREATION MANAGEMENT pointed out in its April bowling survey, upwards of 60% of all industrial bowlers buy their own bowling balls, tailored to fit their grip. We know too that the first equipment generally purchased by serious bowlers is a pair of bowling shoes. Secretaries who select centers with fully equipped pro shops are going to be helping their team members obtain equipment fitted to their individual needs.

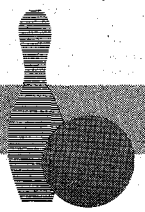
PUBLICITY

It is rewarding to industrial bowlers to see their names and league standings published regularly in local newspapers and company publications. This should be an automatic service of the center, which should undertake to issue press information aimed at local papers and company house organs. At AIBC, we have a standard press release form for all our centers. Our managers pro-

---

LLOYD R. LUDWIG, president of the American International Bowling Corporation, is an expert on bowling centers. His firm is the largest publicly-owned bowling center chain in the U. S., with more than 25 ultra-modern, fully automatic installations totaling some 1,000 lanes operating or in construction in nine Eastern states. In 1960 alone, more than 15 million games will be bowled in AIBC centers, all of which adhere strictly to the SPECIAL rule.

Top facilities and services are basic for a successful season



vide information furnished by league secretaries to the press.

EQUIPMENT

Every modern bowling center today uses automatic pin-setting equipment, but league secretaries should check other equipment as well. Well-run bowling centers provide reliable foul-line indicators and score projection devices, plus comfortable chairs, benches, and all the other devices that make for efficient bowling. So—be wary of the center where you find chipped or cracked bowling balls and scarred pins. Centers allowing such substandard equipment are usually lacking in other ways too.

COURTESY

League secretaries *never* encounter discourteous managers or staff members when league contract signing time rolls 'round, but how about the rest of the year? A bowling center is a service installation. A vital part of this service is unfailing courtesy, at all times, from everyone, not just a "glad hand" when the contract is up for renewal.

CLEANLINESS

A dirty bowling lane can ruin a team's average, because dirty lanes cause uneven and unreliable ball delivery. An efficient bowling center cleans each lane three times a day and buffs them at night to maintain their sheen. As far as overall cleanliness is concerned, don't ever consider contracting your league into a center with messy tables, rest rooms or foyers. Bad housekeeping in these spots usually means worse housekeeping in the bowling equipment department.

INSTRUCTION

Bowling lessons may not be too important a service for serious industrial league bowlers, but top bowling centers always provide free professional instruction. Centers offering these services stamp themselves with an unmistakable mark of interest for the bowlers' welfare.

ACCESSIBILITY

When a league secretary selects a center, it should be one easily accessible to all members of the team. Don't get fooled into thinking a center must be close to the plant. Take a look at where team members live, as well, and then select the one most easily accessible to the most people. Remember—team members usually drive to the center from their homes, not from work.

AIR-CONDITIONING

Air-conditioning and air purification equipment is a necessity for comfortable bowling.

ACCOMMODATONS

A progressive center provides many "extras". Supervised nurseries, a "must" for working wives with small children, let the women share their husbands' interests without paying for a baby sitter. In addition to nurseries, modern centers provide clean rest rooms, locker rooms and a good snack bar.

LUXURY

With the great public acceptance of bowling in the past decade, luxury has become commonplace in a progressive center. By luxury I mean tasteful decoration, carpeted foyers and spectator-viewing areas, and well-planned color schemes professionally executed throughout the center. The days of the dismal combination pool-room and bowling alley are long dead. Centers adhering to this antiquated system should not be considered for industrial league activity.

LANE UPKEEP

American Bowling Congress regulations require that lanes be smooth to within 40/1000ths of an inch for official league sanction. League secretaries should inspect bowling lane upkeep systems of the prospective center to determine if it maintains a standard of quality consistent with ABC rules. Besides the lane bed itself, gutters must be clear and the pin area free of dirt to insure correct spotting and pin bounce.

Industrial league secretaries charged with picking a bowling center should not be shy about checking on each and every one of the requirements of the SPECIAL rule. Every league is a valued customer. It deserves the best facilities available in return for its patronage.

the SPECIAL rule

This is a checklist of thirteen vital requirements for modern and acceptable bowling centers. League secretaries should make sure that their choice measures up to these standards before signing a contract. A center that falls short of the mark in more than three categories should be eliminated.

	Good	Fair	Unsatisfactory
Soundproofing	✔		
Parking		✔	
Pro Shop		✔	
Publicity			✔
Equipment	✔		
Courtesy		✔	
Cleanliness			✔
Instruction		✔	
Air-conditioning	✔		
Accommodations	✔		
Accessibility	✔		
Lane Upkeep		✔	
Luxury		✔	

Check marks have been inserted only as an example.

bowling services

ELECTRONICS GO TO WORK FOR THE LEAGUE SECRETARY

STANDINGS OF South Shore Temple Men's Club

Final Averages and Team Totals

Week Ending May 10, 1959

Prepared by BOWLERS' ELECTRONIC SECRETARIAL SERVICE
CHICAGO, ILLINOIS

Team No.	Name of Team	Won	Lost	Points	Past Pins	Past Games	Total Pins	Average
1	Saab Tailors			141	1108	1006	96683	947-89
12	Rosenblum Drugs			140	1102	1071	97219	953-13
1	Sidem Texaco			135	1041	1079	95802	935-07
14	Pine Crest Dairy			130	1073	2938	95897	940-17
13	Eugene Shubart			128	1051	1008	95813	939-35
13	Water Tube Boiler			125	1110	3017	97219	951-13
5	South Shore Bank			123½	1058	2980	95141	932-97
15	Gardner Bulck			120½	1098	2985	96085	942-1
16	Windsor Pharmacy			117	1070	2963	94971	931-36
8	A B C Television			116	1048	2995	94877	946-85
2	Cal-Tar Lodge			114	1068	2973	95838	939-50
11	Yates Motors			108	1032	2970	95385	935-15
3	Parmers Insurance			106	1059	3011	95161	935-09
7	Modern Laundry			106	1043	2979	94459	925-43
9	Boulevard Hardware			106	1058	2937	94911	926-81
6	Gray & Son			88	1021	3022	95771	938-58

INDIVIDUAL STANDINGS

Team No.	Name	Current Series	Games	Handicap	High Game Scratch	High Game Handicap	High Set Scratch	High Set Handicap	Total Pins to Date	Average
8	Richard Washer		76	11	221	235	638	674	13820	181-84
15	M. Pirsal		21	12	212	233	577	623	3731	177-31
1	N. Packin		93	18	237	254	594	645	16640	174-04
4	P. Goldsmith		89	18	226	247	597	660	15692	176-28
12	A. Sirk		81	21	234	237	600	666	14007	172-76
2	S. Segal		54	21	228	228	532	532	9329	172-41
5	S. Sarg		69	21	225	249	566	623	11866	171-67
12	O. Washer		87	21	232	265	581	669	14916	171-39
9	S. Weiner		87	21	211	253	608	686	14697	171-10
14	I. Orlando		99	22	216	257	598	667	16886	170-56
2	S. Saben		99	21	238	274	601	673	16782	169-51
14	S. Booth		39	26	218	254	599	677	6600	168-8
3	L. Mandel		87	24	220	248	580	664	14539	167-10
16	J. Bloch		84	25	222	249	595	673	14017	166-93
11	L. Kramer		90	26	212	238	566	643	14918	165-68
11	S. Zlatin		90	26	223	249	590	671	14918	165-68
15	R. Sanhuntr		92	26	245	268	598	650	15212	165-62
3	L. Sonenman		93	27	208	236	578	650	15278	164-26
8	J. Isador		87	27	218	226	553	643	14200	163-19
2	W. Saben		91	28	216	244	591	680	15137	162-21
9	C. Wattsman		78	28	225	254	552	630	12687	162-51
5	S. Lazaberg		96	28	209	233	555	639	15563	162-11
4	S. Feldman		84	30	202	233	562	637	13908	160-58
13	M. Lapsaky		82	30	203	233	578	668	13171	160-61
1	D. Kosan		74	30	219	248	578	665	11801	159-52
12	I. Goldsaber		72	31	226	256	594	686	11638	158-52
5	M. Segal		93	31	212	246	600	666	14758	158-60
12	H. Saks		87	32	204	236	561	651	13720	157-61
7	M. Bloom		66	32	210	241	565	692	10421	157-59
13	P. Hahn		90	32	240	273	616	716	14179	157-69
10	A. Feskin		92		211	252	596	696	13985	152-12

The adding machine and a haggard look, once the symbols of office for the typical industrial bowling league secretary are now as obsolete as a pin boy.

Electronics, which have played so vital a role in improving the game's playing conditions, have now all but eliminated the reams of paperwork involved in keeping team averages, handicaps and the endless lists of other league bowling statistics.

By putting electronic computers to work on bowling scores, a Chicago firm has developed a simple and practical service that cuts six to 10 hours of drudgery out of the weekly chores of a league secretary.

Called the Bowlers' Electronic Secretarial Service, Inc., the company asks the league secretary only to mail score sheets of each game. It completes the job from there, guaranteeing 100% accuracy and, in most cases, providing much more detailed and up-to-date information than was formerly available on a weekly basis.

In addition to computing averages, handicaps and games won and lost, the service also maintains an up-to-date listing of high net and gross games and high net and gross series for all individuals as well as all teams entered in the league.

The system, now being offered on a national scale for the first time, has resulted from five years of experiemental work and a $35,000 research program conducted jointly with IBM.

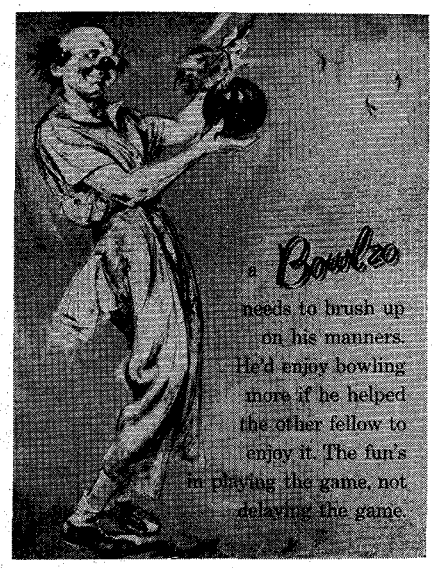
While it saves work, the service usually saves money for the league as well. Charges per season are based on a rate of $12 per team or a total of $96 for an eight team league.

Complications arising from schedule changes and holidays have been covered by a system of special handling and by use of special delivery mail where time is of the essence. In no case will it take longer than 48 hours after the receipt of score sheets to mail out the weekly report.

Other than the obvious advantages, the system also saves the secretary from the usual barrage of questions such as, "what's my average now after last night's games?" The secretary can't provide the answer until the report has been received, usually in a shorter time than he would compute the figures himself.

bowling etiquette

STRIKES, SPARES AND COURTESY MAKE THE GAME



- Remain back of the foul line at all times.
- After delivering ball, walk straight back on the approach. Do not remain standing at the foul line.
- Do not walk in front of a bowler to pick up your ball off the rack or to mark up a score, if he is in position to start his delivery.
- No not attempt to deliver the ball at the same time with the bowler on the adjoining alley. If you are both ready to bowl at the same time, give him the first privilege unless he signals for you to proceed first.
- After delivering your ball, use only the width of your alley for any 'contortions' or 'body' english' in which you may wish to indulge.
- Do not talk to a bowler while he is delivering his ball. You can have a lot of fun kidding and razzing, but do it at the right time.
- Control your temper and refrain from abusive language.
- Do not expect a strike every time you hit the head pin.
- Do not throw away a spare because you think you were entitled to a strike, or toss the next ball carelessly down the alley because you have just missed a spare. Many a game has been lost by one pin which could have been made.
- Use good sportsmanship at all times —give credit where credit is due, remember it is easy to be a good winner, but it takes a real man to be a good loser. Always bear in mind that bowling is a sport—and be a good "sport".
- Do not get discouraged—you can learn. All any one needs to become quite expert is—patience and practice and more practice.

ETIQUETTE OF BOWLING is the theme of a unique poster series offered jointly as an inter-industry service by the Bowling Proprietors Association and the United States Brewers Foundation. The "Bowlzo" posters (example at left) have been designed to enhance everyone's carefree enjoyment of bowling.

ADEQUATE RULES ELIMINATE MANY PROBLEM AREAS

In bowling, as in any competitive team sport, almost anything can happen and usually does.

An undreamed of situation not covered by league rules could plunge a good season into an unhappy state of argument, protests and general dissatisfaction.

To anticipate these potential problem areas, every bowling league should operate under a carefully prepared set of rules which, while not overly restrictive, thoroughly cover the many aspects of a league program.

Without attempting to recommend specific rules as a cure-all for the widely varying conditions existing in industrial bowling leagues throughout the country, the following examples show how other companies have dealt with bowling league administrative problems.

PLAYER SELECTION

When facilities limit participation, a fair system of selecting bowlers should be used. Motorola, Inc., Chicago, Ill., set up a preferential selection system on the following basis:

1. Bowlers who bowled previous season in league for which they are applying.
2. Bowlers who bowled in another Motorola league and wish to transfer to the league for which they are applying.
3. Bowlers who submitted applications for previous season and were not selected.
4. Bowlers who bowled in Motorola league two or more years previous to the present season.
5. Bowlers who have never bowled in a Motorola league.

ELIGIBILITY FOR PRIZES

In order for a bowler to be eligible to receive season awards, most companies require that he bowl in either half or two-thirds his team's games during that season. Exceptions to this rule are generally made when a bowler enters military service or has been transferred to another department within the company and can no longer bowl for the same team.

PLAYER ELIGIBILITY

In almost all cases, of course, the bowler must be an employee, but what happens in the case of lay-offs or termination of employment?

Most companies permit the bowler to continue in the league. Some allow him to continue only if the season is nine or more weeks old. Others drop the player immediately unless there are only six weeks or less remaining in the season.

A good example is the following rule adopted by Barber-Greene, Aurora, Ill. for its bowling league:

"Any bowler quitting the company or upon termination of employment will be allowed to continue bowling, providing he has bowled two-thirds of the season, but he shall not be allowed to captain a team or hold an office of the league after his termination with the company."

DETRIMENTAL CONDUCT

In those rare instances where the league and the company may be publicly embarrassed by the improper conduct of a bowler, the situation may become doubly difficult if adequate provisions are not spelled out in the rules.

A rule covering this situation should make it clear that the league or company expects every bowler to conduct themselves in such a manner that they wil reflect credit to the league or company by their actions. Any bowler whose conduct, in the opinion of the league officers or other governing body, is objectionable should be expelled from the league.

Depending upon what system is used for the collection of bowling fees, it may be necessary to incorporate a rule similar to the following used by Barber-Greene: "All dues must be kept up to date. Therefore, when a bowler becomes two weeks in arrears with his dues, he shall be expelled from the league."

SUBSTITUTES

Rules covering substitutions should give all people interested an opportunity to bowl. Those leagues which maintain a list of substitutes, who do not play for any particular team in the league, should set up a fair system of selection to give all substitutes an equal chance to bowl.

When limited participation is not a problem, a rule, similar to the one which applies in the B. F. Goodrich Men's Bowling Association, Akron, Ohio, could read, "Any B. F. Goodrich bowler may bowl as a fill-in on any team, providing the consent of the opposing team captain is first obtained.

"The average to be used in calculation of the handicap will be the highest average that the bowler has in any of the Goodrich leagues. If a team uses a bowler, other than those on their roster, without first obtaining consent of the opposing team captain, the games are subject to protest."

TARDY PLAYERS

The following rule adopted by the Chesapeake & Ohio Railway Company employee's bowling league is typical of those covering tardiness:

"Any player who has arrived after his team has started bowling shall be permitted to enter competition, his score to count beginning with the frame then being bowled by his team.

"The score bowled by a player who arrives late and is permitted to bowl a complete game or who is allowed to finish a game ahead of others on the alleys where he is scheduled, shall not qualify for ABC high score recognition or for any special league prize awards. The team of which the player is a member also forfeits its rights to claim ABC team high score consideration in the game."

POSTPONED MATCHES

Provisions for postponed games are thoroughly covered in the following rule adopted by Oneida, Ltd., Sherrill, N. Y.:

1. Captains wishing to postpone a match must notify the opposing captain and his league secretary not later than 24 hours previous to the day of the scheduled match.
2. Postponed matches must be rolled not later than seven days from the original scheduled match. Matches not rolled within the seven day limit, where both captains are at fault, shall be stricken from the schedule, but when only one captain is at fault and the other wished to bowl and does not, the captain at fault will forfeit all games and points involved.
3. Postponed matches shall be bowled on the same alleys as originally scheduled.
4. Captains claiming forfeit for his team must have five players on the alleys and must roll three games in order to claim forfeit.

How to Catch
FISHERMEN



to stimulate participation in your company program

ENTER
2nd annual NIRA FISH-A-RAMA
open in
two divisions
(Enter either one or both)

● Postal Contest

As an added attraction to your company fishing program, enter the best catches made during the year by your employees. National Fishing Champions of Industry will be named in each of eight species: Trout, Bass, Muskie, Northern Pike, Salmon, Pan Fish, Walleye and salt water fish. Entry fee, $1.00 per individual. Write NIRA for official entry form. Deadline: Sept. 15.

● National Finals

The best prize you can give your company fishing champion—send him to the National Finals of the NIRA Fish-A-Rama held on Kentucky Lake near Paris, Tenn., Oct. 9-10. Here, your representative will vie for national honors against employees from companies throughout the U. S. and Canada. Entry fee of $25.00 includes boat, motor, experienced guide, Tennessee license, welcome fish fry and entertainment and the awards banquet. Special room rates have been arranged in the beautiful Paris Landing State Park Inn. Fisherman with highest total points based on weight and length of fish caught plus casting contest wins. Entry deadline: Sept. 15.

Eligibility: Any employee of a NIRA member company is eligible to enter either the Postal Contest or the National Finals.

Entries: Official Fish-A-Rama entry forms may be obtained from the National Industrial Recreation Association. Completed entries for either contest must be returned to NIRA, postmarked no later than Sept. 15.

Awards: Postal contest winners in each of the eight species will be awarded National Championship Trophies. All entrants will be eligible to win a jackpot of outstanding fishing and boating merchandise prizes. Winner of the National Finals will be awarded the handsome Grand National Championship Trophy. Additional trophies will be presented to runners-up and all finalists will receive merchandise prizes.

Benefits to YOU: The NIRA Fish-A-Rama is conducted to help you stimulate participation in your company program, whether it's a one day outing or a season-long contest. Publicize your program by announcing that the best catches in each specie will be entered in the NIRA Fish-A-Rama Postal Contest. National winners will receive handsome trophies and outstanding prizes. Then give your champion fishermen the best award possible. Send them to the NIRA Fish-A-Rama National Finals on Kentucky Lake near Paris, Tenn. Here, they will fish in a resort atmosphere with a top guide on a nationally acclaimed fisherman's paradise. Entry fees are nominal, $1.00 per individual in the postal contest, $25.00 for the National Finals. Write NIRA for entry forms.

NIRA 203 N. Wabash Ave., Chicago 1, Illinois



New Light On Getting Extra Mileage From Your Tennis Courts

Many clubs, schools and communities today are faced with the problem of steadily increasing interest and participation in tennis . . . with *limited* facilities for play.

This brochure, distributed by the Manufacturer's Committee of the United States Lawn Tennis Association, is designed to help you put existing tennis to maximum use through some "illuminating" suggestions for night-time play.

It also offers some helpful ideas for planning new tennis facilities that make for more efficient use of available space by providing for easy conversion to other sports in season.

"SWIM RINK" TENNIS STADIUM

Patented and Registered

This architect's drawing of the patented "Swim Rink" illustrates an important new concept in providing for maximum sports in minimum space.

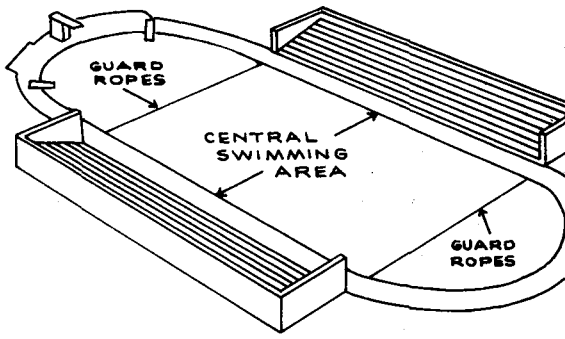
Convertible in season to tennis courts, swimming pool, basketball court and skating rink, this multi-sports stadium may also be used as an exhibition floor.

The "Swim Rink" is a reinforced masonry and concrete structure with deep and shallow ends, and a substantially level central section which can be blocked off as a separate unit. Marked for tennis courts, this central section has openings, end posts and guide wires for a net.

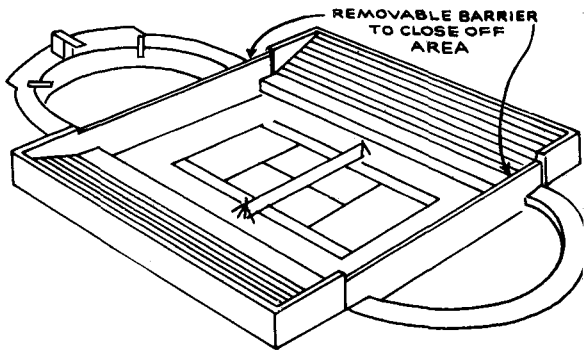
To use the structure as a skating rink, barriers are erected at the ends of the central section and refrigeration pipes are laid. With the installation of a temporary wooden floor, the "Swim Rink" becomes a basketball court. Or a ring can be set up for boxing and wrestling.

For detailed information on other "Swim Rink" features, inquiries should be addressed to Skrainka Construction Co., 7173 Delmar, St. Louis 5, Missouri, attention of R. Nick Skrainka, registered Professional Engineer and Patentee.

SWIM POOL LAYOUT



TENNIS COURT LAYOUT

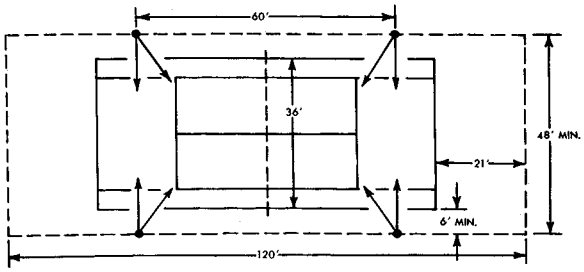


LONGITUDINAL SECTIONAL VIEW OF "SWIM-RINK"

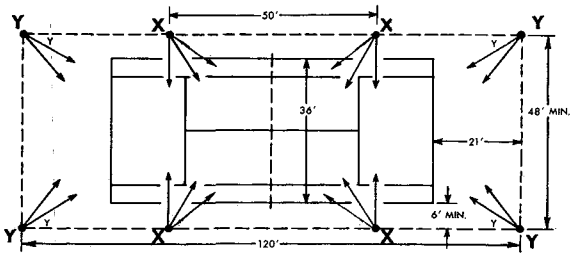


TYPICAL LAYOUTS FOR TENNIS COURT OUTDOOR FLOODLIGHTING

SINGLE COURT
4-Pole Arrangement
RECREATIONAL CLASS



SINGLE COURT
8-Pole Arrangement
CLUB AND TOURNAMENT CLASS

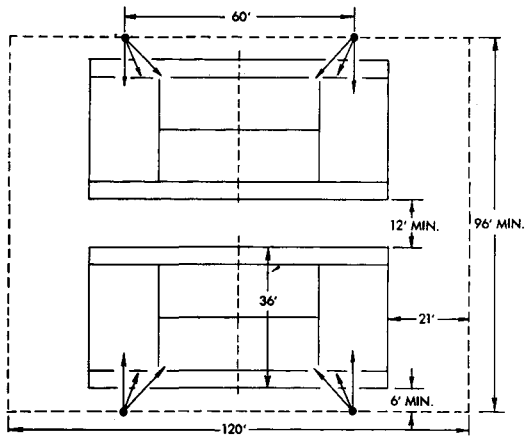


CLASS	NO. OF POLES	FLOODLIGHTS				LAMP SIZE (Watts)	TOTAL LOAD (KW)*
		Luminaire Type	Class	No. per Pole	Total No.		
Recreational	4	5	G.P.	2	8	1000	8
		or 6	O.	2	8	1500	12
				X Y			
Club	8	5	G.P.	2 1	12	1500	18
		or 6	O.	3 2	20	1500	30
Tournament	8	5	G.P.	3 2	20	1500	30
		or 6	O.	4 3	28	1500	42

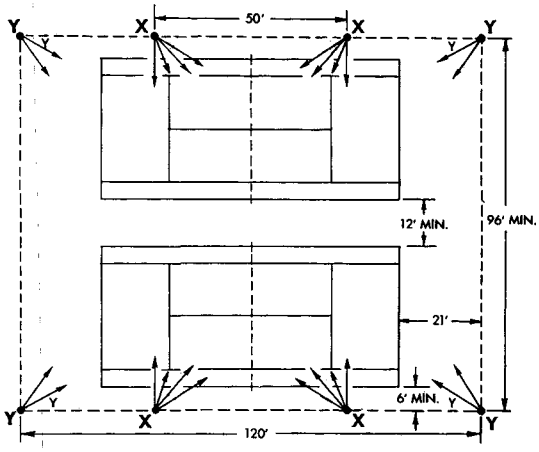
LAMPS: General Lighting Service. Operate at rated voltage.
MOUNTING HEIGHT: 30 feet above court.

*At rated voltage

DOUBLE COURT
4-Pole Arrangement
RECREATIONAL CLASS



DOUBLE COURT
8-Pole Arrangement
RECREATIONAL AND CLUB CLASS



CLASS	NO. OF POLES	FLOODLIGHTS				LAMP SIZE (Watts)	TOTAL LOAD (KW)*
		Luminaire Type	Class	No. per Pole	Total No.		
Recreational	4	5	G.P.	3	12	1500	18
		or 6	O.	4	16	1500	24
				X Y			
Recreational	8	5	G.P.	2 1	12	1500	18
		or 6	O.	3 1	16	1500	24
Club	8	5	G.P.	4 2	24	1500	36
		or 6	O.	5 3	32	1500	48

LAMPS: General Lighting Service. Operate at rated voltage.
MOUNTING HEIGHT: 30 feet above court.

*At rated voltage

SOME HIGHLIGHTS ON FLOODLIGHTS

DOUBLE DUTY

Experience has proven that tennis courts equipped with floodlights get double the play received by courts without lights.

Lighted courts used basically for club and recreational purposes offer a further advantage in today's booming tennis climate. By providing new opportunities for play after business hours, they help solve the problem of the "week-end" athlete and tend to even out peak week-end traffic.

BRIGHTNESS OF LIGHT

The diagrams at left show layouts and specifications for lighting of double and single courts used for recreational, club and tournament play respectively. Player requirements vary with the class of play.

Brightness of lighting recommended for these different classifications is shown on the chart in terms of foot candles.

Wherever there is a question of overlapping classifications of use, it is more economical in the long run to provide maximum lighting at the outset.

QUALITY OF LIGHT

In addition to the amount of light, the quality of illumination is a highly important factor in tennis court lighting.

Uniformity of illumination, direction of lights and control of glare are all factors which merit important consideration.

For these reasons, it is strongly recommended that the services of an illuminating engineer be employed for your lighting project.

EQUIPMENT CLASSIFICATION

Luminaire type describes the manner in which the light from the lamp is controlled by the lighting unit. The beam spread in degrees will effect such changes as the reflected glare, shadows, distribution and diffusion of light. Recommended types should be followed.

Floodlight Classes General Purpose (G.P.) This class is weather-tight and so constructed that the housing forms the reflector surface. The assembly is enclosed by a cover glass. Reflectorized type lamps designed for outdoor use fall into this classification.

Open (O) This class is weather-proof and so constructed that the housing forms the reflecting surface. No cover glass.

COST OF INSTALLATION

While the cost of installing floodlights on existing court facilities will vary widely with different locations and conditions encountered, the following chart shows an approximate range of costs for the lighting layouts illustrated at left.

Single Court

Recreational (4-pole, 8 KW).....$1800 to $2500
Club (8-pole, 18 KW).....$2500 to $3000
Tournament (8-pole, 30 KW).....$3000 to $3400

Double Court

Recreational (4-pole, 18 KW).....$2500 to $3000
Club (8-pole, 36 KW).....$3500 to $4000

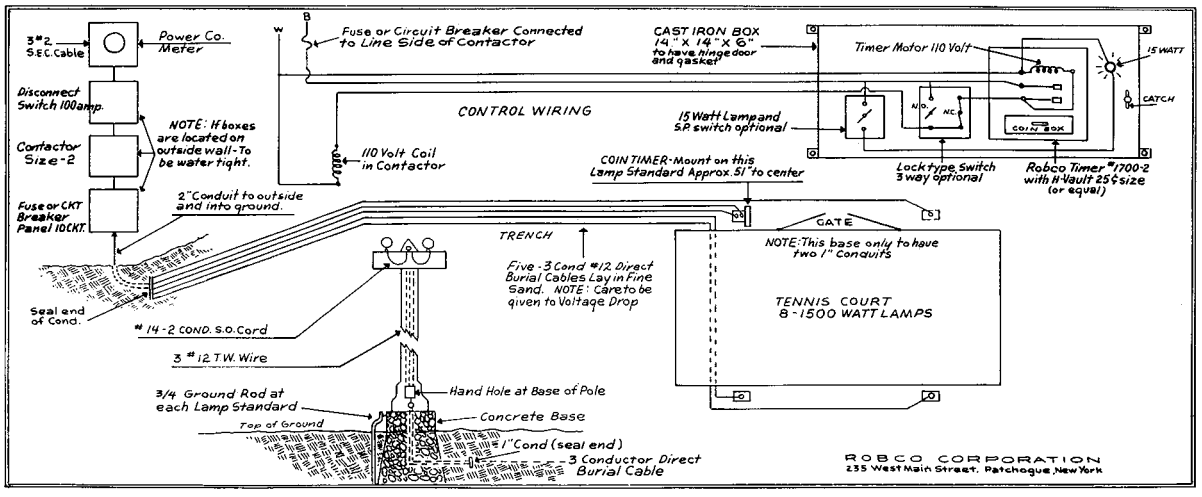
"PAY AS YOU PLAY"

In planning a lighting installation, important consideration should be given to the use of a coin meter to turn lights on and off.

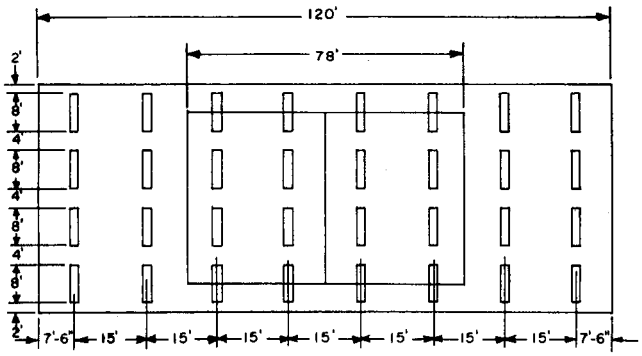
This device can be used not only to pay for the cost of the current, but also to gradually defray the cost of the installation. If desired, the meter's automatic shut-off can also be geared to collect rental fees and save the cost of a night attendant.

Meters are available in nickel, dime or quarter denominations with a wide range of timings from 10 to 120 min. A rough diagram of wiring procedure for use with meter is shown below.

TYPICAL LAYOUT FOR METERED FLOODLIGHTING



FLUORESCENT FLOODLIGHTING FOR TENNIS

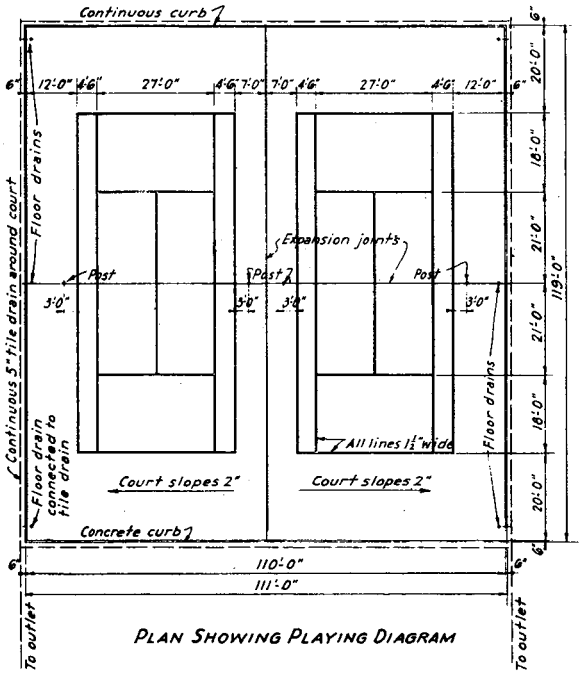


Fixture: 32 two lamp semi-direct industrial fixture with louvers.
Lamp: 96" 1500 MA fluorescent with a minimum of 13,000 lumen output.
Circuits: fixtures should be wired on alternate phases to minimize stroboscopic effects.
Minimum Mounting Height: 30'.

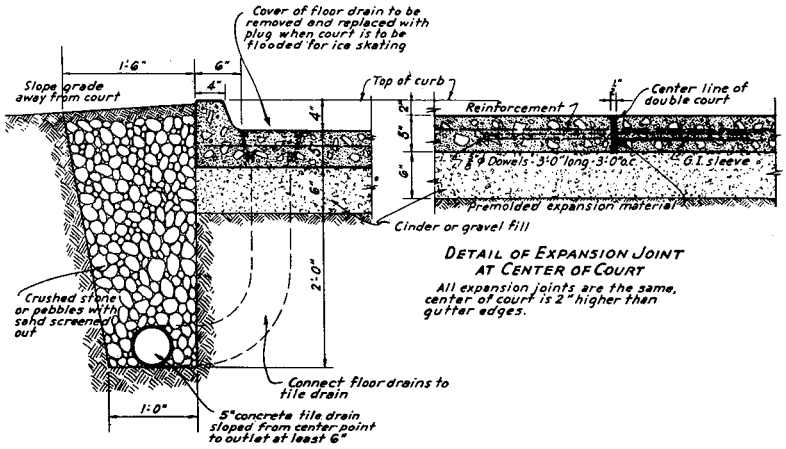
The diagram at left shows lighting layout for indoor tennis court for tournament play using fluorescent luminaire. The lamp classification includes the new G.E. Power Groove, SHO and VHO lamps currently available.

A similar use of fluorescent floodlighting can be considered for outdoor use. 24 units suspended 30 feet above the playing surface on 120 foot long cables on either side of the court. Twelve fixtures are mounted on each cable. The problem of stroboscopic effects was eliminated by use of a three-phase system for the two lamp ballasts which are required.

PLAN FOR DOUBLE TENNIS COURT AND ICE SKATING RINK



PLAN SHOWING PLAYING DIAGRAM



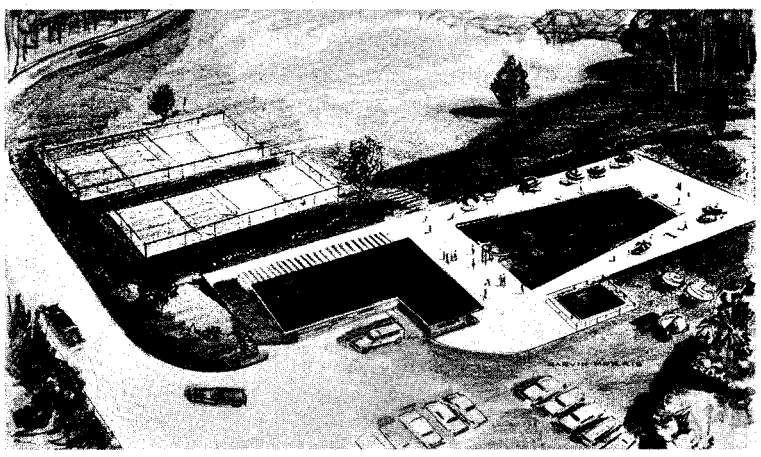
DETAIL OF EXPANSION JOINT AT CENTER OF COURT

All expansion joints are the same, center of court is 2" higher than gutter edges.

The tennis rink detailed here offers a readily convertible facility for tennis and skating with no overlapping of seasons.

Available for tennis in Spring, Summer and Fall, it is simply flooded in cold weather for natural freezing.

PLAN FOR SWIM — TENNIS CLUB



Combination of separate swimming pool and tennis courts such as illustrated here has become an increasingly popular private club plan.

Sale of shares to the broad membership such a club permits, covers construction expense at a reasonable cost per member and provides investment advantage at the same time.

Prepared and Distributed by
THE UNITED STATES LAWN TENNIS ASSOCIATION
120 Broadway, New York 5, New York

by EDWARD F. HOEY
Coordinator, Yorktown IBM Club

GO – a substitute for chess ?

Ancient Chinese game provides challenging pastime for scientists, mathematicians and other professional people

Organizing activities that are appealing to your employees can be very difficult. The environment, facilities available, age of employees and their educational level are a few of the factors which must be considered when setting up your recreation program.

Here at the IBM Research Laboratory, we have an activity which is considered by some of our professional people to be superior to chess. We have even organized an intramural trophy competition with approximately 25 of our people participating. This activity is a game called "Go."

Go is probably the oldest game in existence. It was originated in China more than 4,000 years ago and later introduced to Japan where today it is considered the national game.

Not until the latter part of the 19th century was there a description of the game published in a European language.

Among the few books now available in English are: "Modern Chess Strategy with an Appendix on Go," by Edward Lasker; "How to Play Go" and "Vital Points of Go," by Kaku Takagawa. Also available is the "American Go Journal" published by Robert McAllister, 96 Cedar Ave., Hackensack, N. J.

The material required to play Go consists of a board, one bowl of white stones and a bowl of black.

The board is rectangular, usually 17½" x 16", made of wood with 19 vertical and 19 horizontal lines.

Each bowl contains 180 stones or men. The men were originally either stone or shell but are now being made of plastic also.

The game is played by two people sitting on the opposite sides of the board on its long dimension, each with a bowl of stones.

The tenor of the game is combative. The object is to control as much of the board (or territory) as possible by judicious placement of the stones.

The players alternately place one stone on any unoccupied point of the board. Unlike chess or checkers, the stones always rest on the intersections of the lines, not inside the rectangles.

Once placed, the stones are never moved unless surrounded and captured. Then, they are removed from the board by the captor and retained as his prisoners until the end of the game.

To capture a stone or group of stones, a play must occupy all the adjacent intersections on lines radiating out from the intersections on which the enemy stands.

A stone is connected to another of the same color when it occupies the next intersection on any line radiating out from the point on which the first stone stands. Diagonally adjacent stones are not connected. (See board in photo below.)

The players create areas for themselves by building walls of connecting stones. Each player tries to control the largest possible area with the smallest investment of stones. Yet the area must be safeguarded so that the opponent cannot play inside without being captured. Herein lies the crux of the game.

The game is over when neither player can make a play that will add to his territory or capture any enemy stones.

To determine the winner, the prisoners are placed inside the areas of their own color, one on each unoccupied point. The remaining open points in the black and the white areas are then counted. The player with the higher score wins.

Going one move beyond chess or checkers, the rules of Go are so arranged that players of unequal skill may enjoy a close match through the device of handicap stones. Each handicap stone is estimated to give a 10 point advantage. More than nine stones are rarely given, since the discrepancy in techniques would render the game too dull for the superior player. The handicap stones are regarded as the first play and are placed at predetermined points.

In a match between good players, one game will take about as long as an average chess game—from half an hour to two hours. The difference in score between the winner and loser should be less than ten points.

Other than in large department stores in major cities; Macy's in New York and Marshall Field's in Chicago; a Go "set" may be purchased from a number of Japanese importers. Two of the best known are: American Go Supply Co., 7 Morton St., and International Trading Co., 1048 3rd Ave., both in New York City.

Prices run from $8.50 for a good plastic set to a $15. minimum for a stone or shell set.

Although national championships between professional Go players are conducted in Japan, the game has built up a substantial following in the United States. In addition to the Yorktown IBM Club, the Bell Telephone Laboratory, Murray Hill, N. J., has about 75 Go enthusiasts.



KIBITZER'S view of a game of Go, played at the Yorktown IBM Club. Robert Nelson, a scientist at the IBM Research Laboratory, is about to make his move.

New Music Group

A group of industrial music directors who have been meeting annually for the past three years, formally banded together last month in a new organization known as the National Industrial Music Council.

In the first meeting, the NIMC elected Theodore Vosburgh, music director, Dow Chemical Co., Midland, Mich., as president. Other officers include Vice President Don Miner, Le-Tourneau-Westinghouse, Peoria, Ill.; and Secretary-Treasurer Sally Brosman, also of Dow Chemical.

Board members elected at large include: Jack Houston, J. M. Schneider, Packing, Ltd., Kitchner, Ont.; and Dorothy Proper, Rock Island Railway, Chicago, Ill.

Leading Lady

An important factor in the Lockheed Employee Recreation Club's program, selected as winner of the first Helms Industrial Recreation Achievement Award, is undoubtedly the organization's outstanding president: a woman.

Eleanor Dove, first woman president in LERC's 24 year history, rules with a firm and gracious hand the business meetings of its 58-member council.

Formerly a chairman of the San Diego Unit of American Women's Voluntary Services, Eleanor (see photo above) is highly qualified to handle recreational and associated duties. She has worked with the local USO to coordinate recreation activities and variety shows for all branches of the military and acted as emcee and song stylist for AVWS and USO shows.

In addition, she has worked on blood drives and other welfare activities. However, Miss Dove is equally as capable in the sports world.

Interested in swimming, bowling, golf, hunting and fishing, she was appointed to LERC's athletic committee after her election to the council in 1952. Three years later she was elected as athletic commissioner.

Prior to her term as president, Eleanor also served LERC for two years as secretary.



ELEANOR DOVE, first woman president of the Lockheed Employees Recreation Club, Burbank, Calif.

New GLERC Facilities

In a joint dedication with the U. S. Air Force, the Georgia Lockheed Employees Recreation Club, Marietta, Ga., opened a modern recreation area for all Georgia Division Employees last month.

The area, adjacent to Air Force Plant 6 which is operated by Lockheed, includes two softball diamonds, two tennis courts, a voleyball, badminton and three shuffleboard courts.

The softball field has grandstands to accommodate 440 spectators. Floodlights permit use of the entire area at night.

A concrete block field house with rest room facilities, equipment storage rooms and water fountains completes the installation.

Built at a cost of approximately $100,000 from funds advanced to the GLERC by Lockheed, the cost will be repaid from revenues received from vending machines in the plant.

Citing the advantages of the new loaction, Carl Kotchian, vice president and general manager of Lockheed's Georgia Division, declared, "This is the best place to have our recreation area. It is close to the plant, plenty of parking space is available, and it is conveniently located so that our employees on all shifts may enjoy it before or after working hours."



200 MEMBERS of the Traffic Activities Club of New York visited the 50th state, Hawaii, during a 16 day swing through the Islands this spring.



NEW RECREATION area for Georgia Lockheed forms the backdrop for the park's joint dedication ceremony conducted by company officials and members of the U. S. Air Force.

INDUSTRY SOFTBALL REIGN MEETS TEST

Raybestos defends world titles in men's and women's fast pitch. Turbine Jets try for third straight in slow pitch

Industry's complete domination of men's and women's fast pitch softball, by virtue of double victories by the Raybestos Division, will meet a rigid test next month when the Amateur Softball Association's annual world tournaments are up for renewal.

Both Raybestos champions, the Cardinals in the men's tournament, the Brakettes in the women's, lost star players during the off-season.

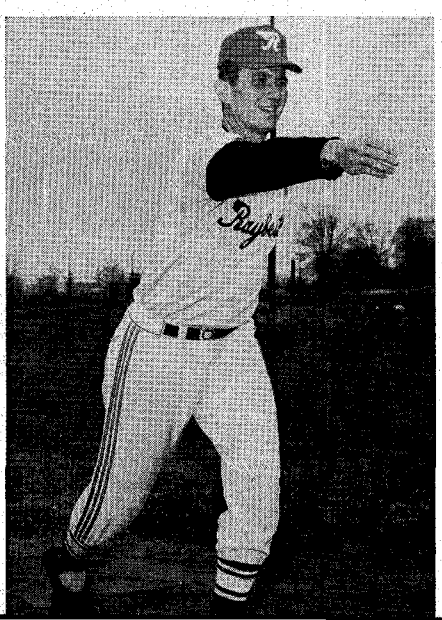
Neither, however, has been counted out of the running. The Cardinals will be back with their ace pitcher, Johnny Spring, who threw a no-hitter in the tournament despite a bleeding blister on his pitching hand.

A real control artist, Spring walked only 24 batters in 35 games last season. His overall record of 32 wins and three losses included five victories in the tournament.

A determined, hustling team, the Cardinals have the experience and precedence to wrap-up the title again. They also took top honors in 1955.

The Brakettes, first Eastern team to win the women's championship, boast softball's No. 1 woman pitcher in Bertha Ragan and have superb relief in the amazing 18-year-old Joan Joyce. In her initial tourney appearance, Joyce turned in a no-hitter. Then, after Ragan pulled a hip muscle in the third inning of the final game, the rookie came on to hold the opposition hitless once again.

JOHNNY SPRING, mainstay of the Raybestos Cardinals' title defense, has won 105 while losing only 13 games in four years with the team.



Ragan finished the season undefeated with a 24-0 record. Eighteen of her victories were shutouts, and she allowed only 10 runs in 202 innings. Joyce ran up an impressive 17-3 rookie record.

Outside of Stratford, Conn., home of the Raybestos Division of Raybestos-Manhattan, Inc., industry's chances for softball supremacy dwindle rapidly.

Runner-up in 1957, the Stephens-Adamson Sealmasters of Aurora, Ill. were a popular favorite going into last year's meet. Upset during the early rounds, they will be back again this year for revenge.

Without the Cardinals and Sealmasters, industry appears to have no other serious contenders. Chief opposition is expected to come from the MacDonald Scots (Lake Charles, La.), 1958 runner-up, and the Clearwater (Fla.) Bombers, 1957 champs.

In the women's tournament, the Brakettes stand virtually alone against such non-company powerhouses as the Fresno (Calif.) Rockets, Orange (Calif.) Lionettes and the Phoenix (Ariz.) Ramblers. Before Raybestos broke up the monopoly last year, those three West Coast squads shared the women's championship for ten years running.

The slow pitch tournament, both open and industrial divisions, figure to be fairly wide open. The Cincinnati Turbine Jets rate a good chance to con their third consecutive title in the industrial playoff. To do it, they will have to get past their perennial rival and last year's runner-up, the Cincinnati Firefighters.



BERTHA RAGAN, star pitcher for the Raybestos Brakettes, allowed no earned runs in 43 innings in last year's women's fast pitch tournament.

However, the tremendous growth of the slow pitch tournament makes prognostication dangerous. Last year's record field of 32 teams in the open division and 22 industrial entries is certain to be shattered.

Starting with 12 teams in 1953, the slow pitch meet has grown so rapidly that this year's tournament has been extended from three to four days to accommodate the expected turnout.

Similarly, the fast pitch events look forward to a banner year. The men's tourney returns to Clearwater, Fla., with its modern, spacious Jack Russell Stadium. Completed in 1955, the park seats more than 7,500 and is used for spring exhibitions by the Philadelphia Phillies.

Women's teams will meet again in Stratford, Conn., where they attracted turn-away crowds at Raybestos Memorial Field last year. Standing-room-only attendance of 15,000 at the final game has prompted Raybestos to provide even greater capacity and to sell reserve seats for the first time.

WHERE AND WHEN

Dates and Places for the Amateur Softball Association's 1959 World Softball Tournaments:

Men's Fast Pitch:
Jack Russell Stadium, Clearwater, Fla., Sept. 21-26.

Women's Fast Pitch:
Raybestos Memorial Field, Stratford, Conn., Sept. 4-11.

Slow Pitch, Open and Industrial:
Several municipal fields, Cleveland, Ohio, Sept. 4-7.

BENEFIT FROM NIRA membership services

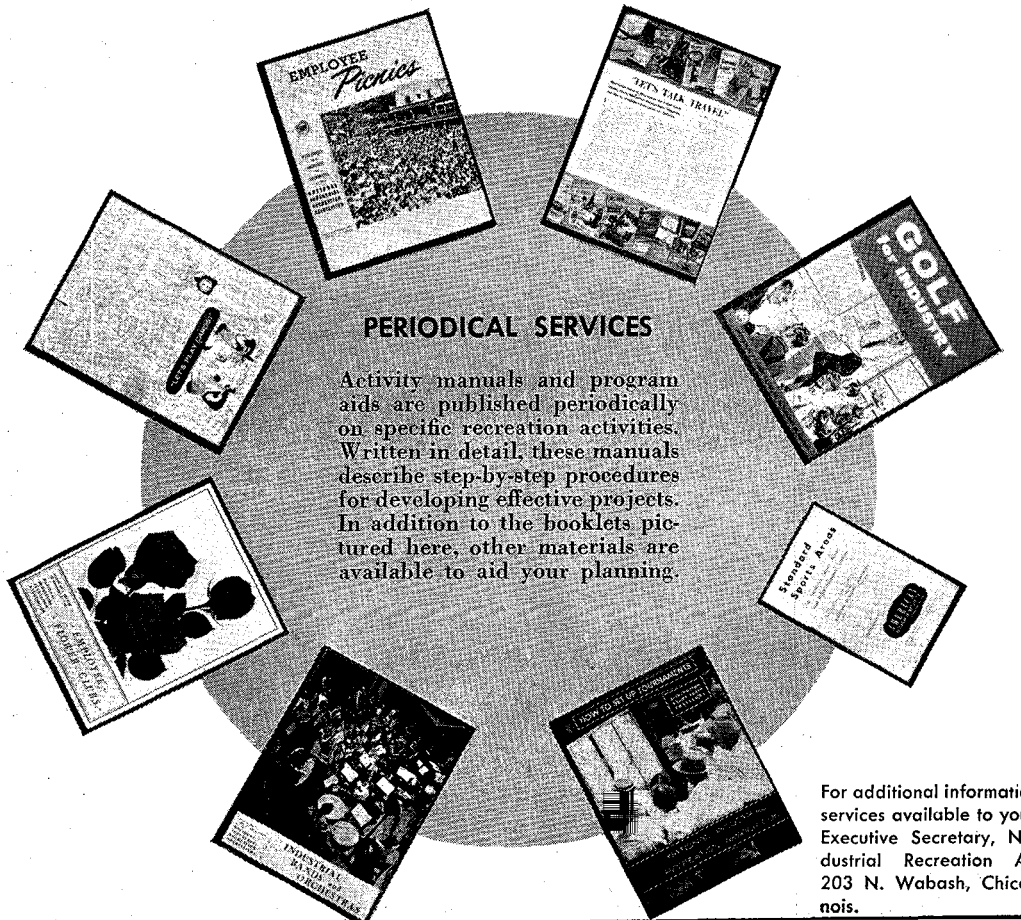
The purpose of the National Industrial Recreation Association is to promote, protect, foster and advance the interests of industrial recreation in which its members are engaged.



SEMI-MONTHLY SERVICES

Timely tips, new ideas, the latest developments in the field of industrial recreation are brought to you in monthly issues of RECREATION MANAGEMENT, the national magazine of recreation in business and industry, and the NIRA SERVICE PACK which contains the Idea Clinic, News Letter and President's Bulletin.

NIRA membership services help you get the job done using fresh ideas, expert advisory service, helpful program aids



PERIODICAL SERVICES

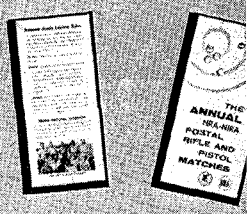
Activity manuals and program aids are published periodically on specific recreation activities. Written in detail, these manuals describe step-by-step procedures for developing effective projects. In addition to the booklets pictured here, other materials are available to aid your planning.

For additional information on NIRA services available to you, write the Executive Secretary, National Industrial Recreation Association, 203 N. Wabash, Chicago 1, Illinois.

other valuable a benefit your prog



• ANNUAL CO FERENCE and E hibit plus region workshops provi idea exchange a problem solving the top industrial re reation authorities the nation.



• TOURNAMENT conducted by NIR on a national bas help provide stimu tion for employe participation in the own company pr grams. In addition fishing and shootin other national tourn ments being deve oped are golf a bowling.

• INSURANCE c erage and counsel employee teams a directors is availa through NIRA's s cial group accid insurance plan.

• ADVISORY st service of industr recreation experts on call to help y with any special pr lem.

• RESEARCH stud of great value to as you in judging strong and we points of your o program, how to crease participati and the latest tre in purchasing, safe pre-retirement, pl ning, and travel recreation.

Statistics Prove . . .

. . . that active sports participation, despite the Olympic committee's forebodings about television, has never been so high. For an idea of how big the spurt in sports has become, check the chart below, compiled by the Athletic Institute, and then consider the following:

- Approximately eight million people have taken to skin diving according to an estimate published in the SPORT MERCHANDISER.
- The nation's outboarders, numbered at some 27 million by the Outboard Boating Club of America, ply the waters in seven million craft, three times the number of 10 years ago.
- The use of campgrounds in the National Park System jumped to 4,665,000 camper days last year for an 11% increase. The National Park Service is working towards the goal of increasing its number of campsites from the present 12,000 to 25,000.
- Of the 22 million active bowlers, more than six million are women.
- George Gallup's American Institute of Public Opinion reported recently that swimming is the No. 1 participant sport in the country. Contradicting the Athletic Institute's survey, Gallup estimated the number of swimmers at 33 million. Either way, it's a lot of people.
- P-O-N-Y Baseball has added nearly 100 new leagues and 500 new teams this season to up the total to 3,869 teams in the U. S., Canada and Mexico.
- The National Golf Foundation reports an increase of 120 par-3 courses since 1955 with many more in the planning stages.

Tailored Tours

Escorted tours now make up 10% of all European travel according to an announcement by the American Society of Travel Agents as published in the Wall Street JOURNAL.

And, the tour idea seems to be gaining momentum. Patronage of group tours so far in 1959 is 5% ahead of last year while the overall gain in tourist travel to Europe this year is expected to be only 3%. A total of 625,000 Americans visited Europe last year.

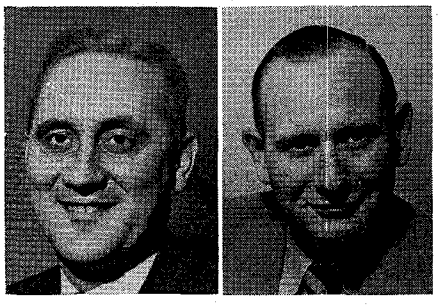
The growing appeal of escorted tours, according to the JOURNAL, appears to be the result of a movement to tailor tours to special interest groups.

A few examples of these tailored tours as reported by the JOURNAL:

- A hymnal study tour for choir directors and organists; 21 days for a total cost of about $1,100.
- A 23-day, $1,200 tour for American librarians to visit European librarians and museum curators.
- A polar bear hunt for a total cost of about $2,000 to cover air fare to Norway and two or three weeks cruising among the ice floes around the Spitsbergen Islands.

Wilson Personnel Changes

In a series of moves to control and coordinate more effectively all activities relating to sales and merchandising, Wilson Sporting Goods Co. has announced several important personnel changes in top staff positions.



Colburn Hare

Appointed as head of the newly created marketing division, Vice President Harry W. Colburn will direct all product sales including merchandising, sales analysis, pricing and sales promotion.

As the new sales promotion manager, Charles E. Hare will assume responsibility for directing all golf, tennis, baseball, school and college, industrial and other promotional activities.

Two Birds with One Ball

Detroit's Plum Hollow Golf Club is experimenting with greens which have two holes, but only one flag, in an effort to speed up play, according to a recent item in the GOLF DIGEST.

As a foursome reaches the green, they place the pin in the alternate hole. Thus the following foursome is not delayed while one of the golfers walks across the green, replaces the pin and walks off. Of course, such a system would be illegal for tournament play.

More Blue Collar Golfers

In a comparative study of golf course development from 1931 to 1958, the National Golf Foundation has produced figures indicating that while the game is growing, it is at the same time losing its snob appeal.

In the last 27 years semi-private courses have increased 172%, municipal courses up 59%, while private courses have dropped off 32%.

SPORTS PARTICIPATION

Estimated total, all ages in the U. S.

Category	1946	1956	1959
Boating	20,000,000	28,000,000	37,000,000
Fishing	13,100,000	20,813,000	25,620,000
Bowling	12,500,000	20,050,000	22,000,000
Hunting	9,990,000	11,784,000	18,000,000
Basketball	9,000,000	11,000,000	11,275,000
Baseball	5,000,000	7,106,000	7,925,000
Softball	4,700,000	6,675,000	7,840,000
Tennis	4,100,000	6,583,000	6,714,000
Golf	4,300,000	5,100,000	5,400,000
Handball	——	——	5,000,000
Archery	1,700,000	4,600,000	4,725,000
Skiing	1,400,000	2,180,000	3,000,000
Football	1,500,000	1,725,000	1,780,000
Track and Field	675,000	580,000	591,000
Wrestling	150,000	170,000	175,000

Source: The Athletic Institute from data provided by national agencies' associations and other organizations promoting the sports listed above. Estimates include both organized and unorganized sports with a participant defined as one who has engaged actively in the sport two or more times during the year.





DECKED OUT as leader of the Lawrence Welk band, outing chairman (r) admires one of the table decorations.

CHAMPAGNE MUSIC ala Lawrence Welk was provided by women of the Firestone sales accounting department.

RM CANDID VIEWS

photos by
Firestone NON-SKID

Office Women's Outing

What makes a successful women's outing? The office girls at The Firestone Tire & Rubber Company, Akron, Ohio, have found the formula.

Expertly mixing games, entertainment and a big feed, they flock to the Firestone Country Club one Saturday each year for the annual office women's outing.

Last year, some 325 strong, the Firestone girls plunged into an active program which started off with golf, tennis and an imaginative pentathlon event during the morning hours, followed by lunch and entertainment.

More than 40 stenos, clerks and typists entered the pentathlon, testing their skill in basketball shooting, coin tossing, ring tossing, horseshoe pitching and dart throwing.

Entertainment featured the Firestone version of Lawrence Welk's Champagne Music complete with bubble blowers and a Mack Sennett comedy bathing beauty routine.



GOLFERS had a big day too with prizes awarded on both nines for longest drive, least putts, low gross and low net.

PENTATHLON event included the basketball toss among other tests of athletic dexterity.





BATHING BEAUTIES from the Synthetic office presented a song and dance routine, Mack Sennett style. Other entertainment included modern ballet, tap dancing and a soloist. All entertainers were Firestone office women.

Conference Response

The following letters, all pertaining to the 18th annual NIRA Conference and Exhibit held May 24-27 in Philadelphia were written to NIRA officers and staff members.

Richer and Wiser

The conference was excellent. The panels were informative and well presented. Little more could be desired from the social aspect.

The effort, time and work which the NIRA staff and the Philadelphia committee put into the conference was quite evident. It was truly in keeping with recreation as a profession, and everyone who attended became a much richer and wiser person in the field.

Larry Benjamin, Director of Recreation
Rockefeller Center, Inc.
New York, N. Y.

Job Well Done

Just a note to say congratulations on the fine conference. I know how much work goes into the planning of such a program, and I would certainly like to compliment you on a job well done.

Mrs. Joseph T. Barta
Ball-Boy Company, Inc.
Bronxville, N. Y.

Glad to Attend

Sure was glad that I could attend the 18th Annual—a real success, and a tribute to all you do to help NIRA grow and go forward. I'm glad I am on the team.

Mike Brecka, Recreation Director
Minneapolis-Moline
Minneapolis, Minn.

Efficient Preparation

May I thank you for the many favors shown all the exhibitors during the recent NIRA conference in Philadelphia.

Everything went off very smoothly, thanks to your efficient preparation. We are looking forward to an even better convention at Detroit next year.

E. J. Close, College Equip. Dept.
The MacGregor Co.
Cincinnati, Ohio

An Annual Affair

We enjoyed the convention so much that we will want to make it an annual affair.

Charles W. Fay
Allison of Florida, Inc.
Miami, Fla.

Learned a Great Deal

Would you please be good enough to send to me a copy of the proceedings of the recent conference.

I am most interested in a complete copy of the speech given by Mr. Robert G. Dunlop, president of Sun Oil.

It was, on the whole, a very good conference. I know that I, personally, being very new in recreation, learned a great deal from the fine panel sessions and just by talking to the delegates who have been in the business of recreation for years.

Jeanette Decker, Director,
Social Activities, GERA
Aerosciences Laboratory
Philadelphia, Pa.

Smooth and Thorough

We want to say congratulations on the finest convention it has ever been my privilege to attend. You and your staff are to be commended on the smoothness and thoroughness of every detail, including keeping all we exhibitors happy. I want you to know it was appreciated.

R. D. Gremp, Executive Representative
Automatic Canteen Company of America
Chicago, Ill.

Dedicated Individuals

Congratulations on the excellent convention in Philadelphia. As you know, this is the first one I have had the opportunity to attend, and I am anxious to let you know of my favorable reaction.

I sensed that this was a group of individuals dedicated to their work and highly interested in furthering the goals of their Association. The meetings were well planned, balanced and worthwhile.

Don B. Feather
Cartan Travel Bureau, Inc.
Chicago, Ill.

Quick, Complete Coverage

Again, I want to add my small voice to thank you and your fine staff for your efforts to provide another good conference. July R/M is phenomenal in its quick, complete and excellent coverage of the conference.

Warren Wallgren, Recreation Supervisor
Theo. Hamm Brewing Co.
St. Paul, Minn.

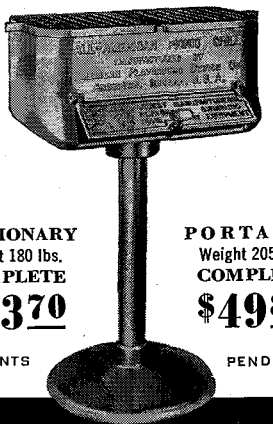
Conference Proceedings

Summaries of all panel sessions and key addresses of the 18th annual NIRA Conference and Exhibit will be included in the December, Annual issue of RECREATION MANAGEMENT.

Other important features of this valuable reference edition will be the NIRA Membership Directory and Bylaws, R/M Yearly Index, a bibliography of recreation reference books and comprehensive articles on administrating successful employee recreation programs.

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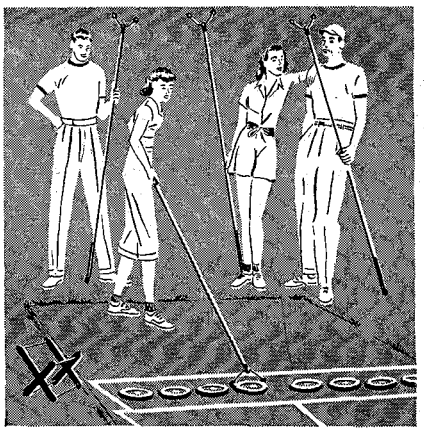
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RM N.I.R.A. NEWS

Welcome New NIRA Members

NIRA extends a hearty welcome to the following new members who have joined the Association since January 15, 1959.

COMPANY MEMBERS:

Sinclair Pipe Line Co., Independence, Kansas
Studebaker-Packard Corp., South Bend, Ind.
Marquardt Aircraft Co., Pomona Div., Pomona, Calif.
Cummins Engine Co., Inc., Columbus, Ind.
Kaiser Alum. & Chem. Corp., Ravenswood, W. Va.
Sperry Gyroscope Co., Div. Sperry-Rand Corp., Lake Success, N. Y.
Burroughs Research Center, Paoli, Pa.
Menasco Mfg. Co., Burbank, Calif.
Minneapolis-Honeywell Regulator Co., Minneapolis, Minn.
Haynes Stellite Co., Kokomo, Ind.
Raybestos Div. of Raybestos-Manhattan, Inc., Stratford, Conn.
Soo Line R.R. Co. (Gen. Off.), Minneapolis, Minn.
Cabot Carbon of Canada, Ltd., Sarnia, Ont.
Sarnia Hydro-Electric Commission, Sarnia, Ont.
C & H Sugar Refining Corp., Crockett, Calif.

ASSOCIATE MEMBERS:

Jewel Creations, New York City
U. S. Overseas Airlines, Inc., New York, N. Y.
ABC Vending Corp., Long Island City, N. Y.
Aztec Resort Motel, Miami Beach, Fla.
Sabena Belgian World Airlines, New York
Edward Krones Enterprises (Blue Cars, Inc.), New York City

AFFILIATE MEMBERS:

Beau Rivage Motel, Miami Beach, Fla.
Gray Line New York Tours Corp., New York City
Vend-O-Matic Co., Chicago, Ill.
Hancock Iron Works, Pontiac Mich.
Vendall Co., Inc., Minneapolis, Minn.
Cartan Travel Bureau, Chicago, Ill.
Music Theatre, Inc., New York City
General Merchandise Co., Milwaukee, Wis.
Todd Travel Enterprises, Chicago, Ill.
Universal Travel Agency, Paris, France
The World Outdoors, Inc. (Films), Danbury, Conn.
Continental Vending Corp., Westbury, L. I., N. Y.
Amateur Softball Assn., Newark, N. J.
Saunders Mfg. & Novelty Co., Cleveland, Ohio

INDIVIDUAL MEMBERS:

Alan Storton, Little League, San Diego, Calif.
Mrs. Polly Glyer, San Francisco State College

IRC AFFILIATION:

Connecticut Industrial Recreation Council, % N.E. Areas YMCAs, Boston.
Sarnia Industrial Recreation Council, Sarnia, Ont.

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Seeks position in personnel or ind. rec. 2 yrs. experience as pers. mgr. includes setting up complete ind. rec. program. Coached high school, service and pro football for 8 yrs.
CP18—RECREATION MANAGEMENT

Completing mil. service in Dec. B.A. degree in rec. and phy. ed. Coached high school basketball, active in dramatics, Little League and as camp counselor. Age 24, married.
CP19—RECREATION MANAGEMENT

Highly qualified, ind. rec. dir. has reached limit with present company. 5 yrs. experience covers all phases of a complete program including finances, vending machines, employee assoc., rec. building. Experienced as a writer. Age 28, married.
CP20—RECREATION MANAGEMENT

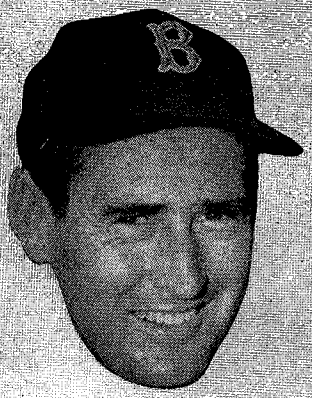
1884 1959



PETE BROWNING

The first Louisville Slugger bat was turned for Pete Browning — great slugger of his day with the Louisville Club of the old American Association.

TED WILLIAMS
1958
American League
Batting Champion



RICHIE ASHBURN
1958
National League
Batting Champion



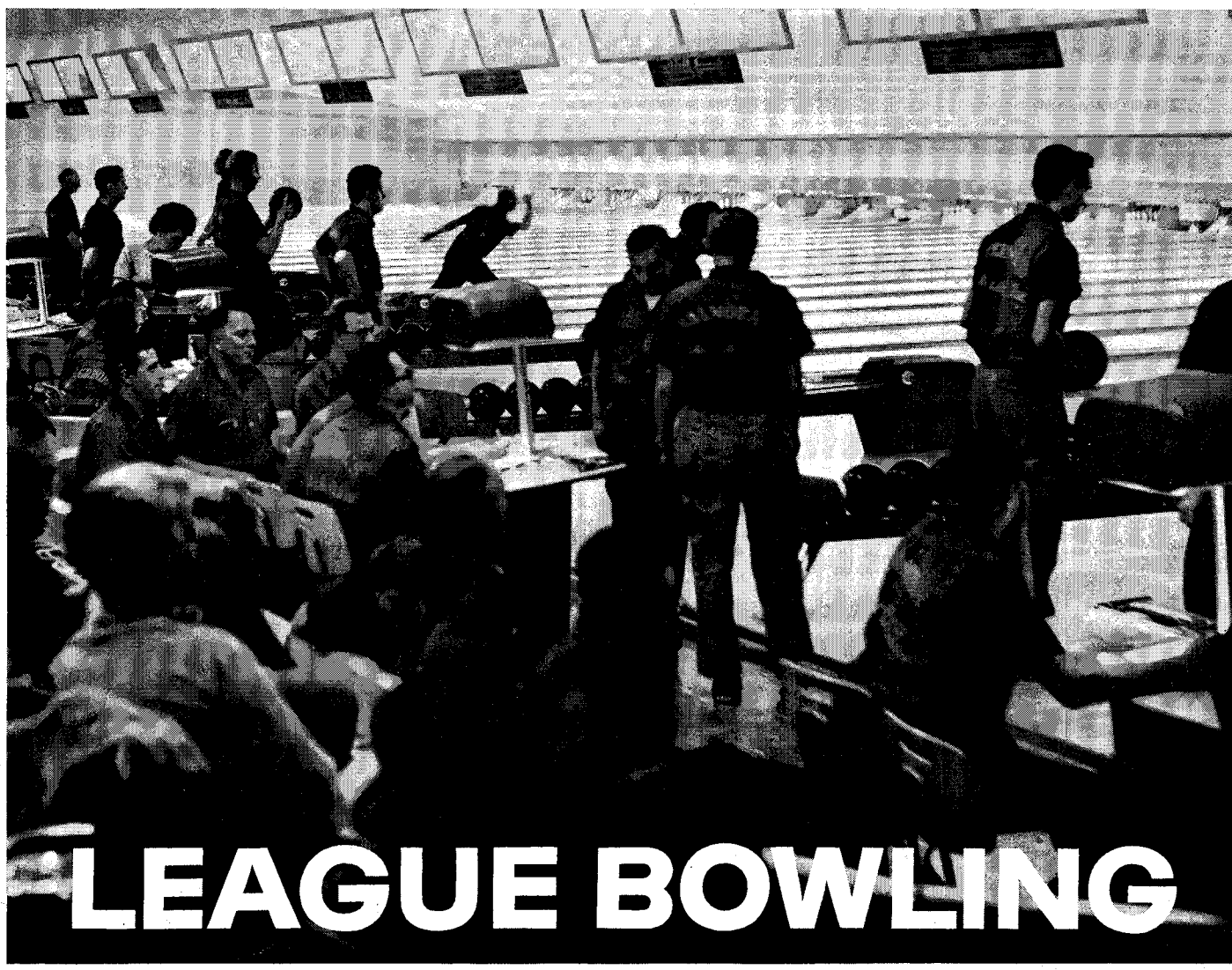
For 75 Years

Performance has Made Them Famous

The history of Louisville Slugger bats cannot be separated from the lives of the famous sluggers who have used them. Browning, Wagner, Cobb, Hornsby, Ruth, Williams . . . these and hundreds more whose base hits and home runs thrilled the millions, wrote the story. This 75th milestone in the life of one of America's most famous products will be commemorated in 1959 on thousands of diamonds by the greatest players in the game today.

HILLERICH & BRADSBY CO., LOUISVILLE, KY.

ALSO MANUFACTURERS OF POWER-BILT AND GRAND SLAM GOLF CLUBS



Big-budget fun without a big budget

For company sponsorship, bowling with Brunswick is the least expensive of all top participant sports

No wonder so many companies hinge their recreation programs on bowling with Brunswick. There is no other sport that offers employers – and employees – so many advantages as bowling:

1. Nothing to purchase. Your company has no need to supply playing facilities, grounds or equipment. Bowling centers supply balls free, rent shoes for a few cents and charge nominally for a game.

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6. America's most popular participant game. Bowling is now America's top family game, enjoyed by over 22 million people. And no one has done more to make the game than Brunswick, with a constant stream of innovations and "firsts." From Tel-E-Scores to Automatic Pinsetters, from bright modern furnishings to Red Crown pins, Brunswick makes bowling more popular, more fun.

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BRUNSWICK

THE NAME THAT MAKES THE GAME

RECREATION MANAGEMENT

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY



Christmas Ideas

doll dressing

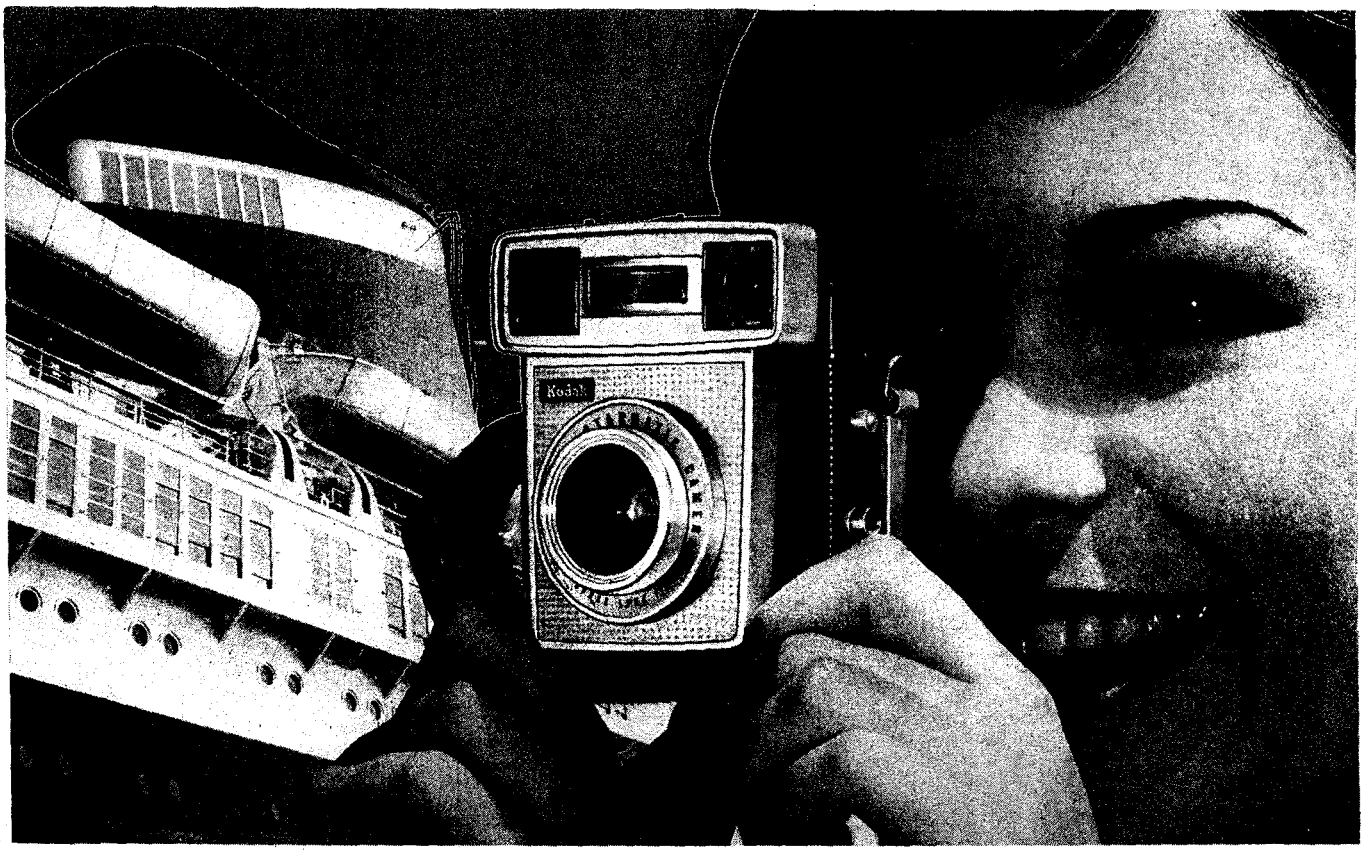
gift wrapping

decoration

gift drives

in this issue:

TIME TO PLAN A HAPPY HOLIDAY page 8
CLAY TURKEYS LAY GOLDEN EGGS page 12
DEFINE NEW CAB RULES page 14
WEAR YOUR HOBBY page 20



New Brownie Starmatic Camera. Just aim and shoot! Built-in exposure meter sets the lens automatically! Only $34.50

These new Kodak automatic cameras can bring in more sales for your premium dollar!

Few premiums match the popularity of cameras. No cameras can set your sales force and dealers "hopping" like Kodak's new Automatic Age cameras.

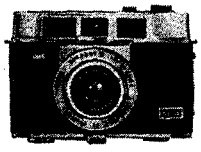
That's because everyone likes to take pictures. And everyone's been talking about the revolutionary way to shoot and show pictures: the *automatic* way!

Kodak has built tremendous demand for you with the biggest magazine and television advertising program in the business. You'll discover wide enthusiasm for your next promotion when you choose your premiums from Kodak's new automatic cameras.

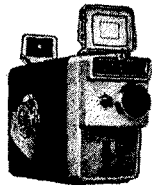
Look to Kodak for a full line of "most-wanted" premiums (from $4.25 to $850). Mail coupon, learn how Kodak premiums can help your next promotion —as dealer and sales force incentives, as consumer premiums, as gift awards to employees.

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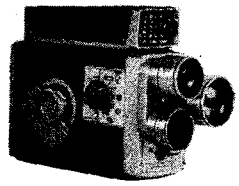
"Kodak" and "Brownie" are trademarks



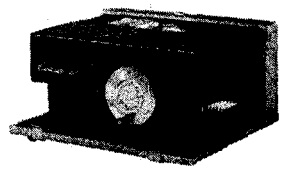
NEW Kodak Automatic 35 Camera automatically selects correct lens opening! *f*/2.8 Ektanar Lens. $84.50



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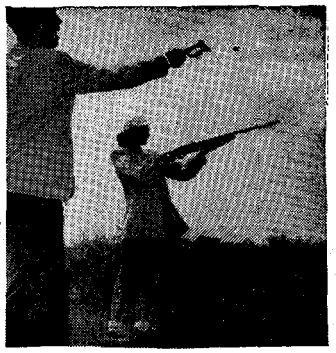
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RECREATION MANAGEMENT

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SEPTEMBER 1959 Volume 2, Number 9

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Publisher.....**DON L. NEER**
Editor.....**HOYT A. MATHEWS**
Associate Editor.....**PAULINE LIPSKY**
Circulation Manager.....**DOROTHY B. MORRISON**

SEPTEMBER COVER—It's not Christmas in September, but it is time to start planning those holiday activities. Cover photo shows part of the Christmas open house crowd visiting Dominion Foundries & Steel Co., Ltd., Hamilton, Ontario, Canada. Cover design by Leo Rotelli.

IN OCTOBER R/M

BOWLERS' SPECIAL

Here's a run-down on special events and tournaments to provide a change of pace in your company program. Also, a description of the national bowling organizations with a list of services that may help you.

INDUSTRY TOURNAMENTS

Complete results of the Midwest Industrial Golf Championships and the Armco Trapshoot Tournament.

KID'S BASKETBALL

Age and playing requirements of organized youth basketball leagues are presented in brief, outline form.

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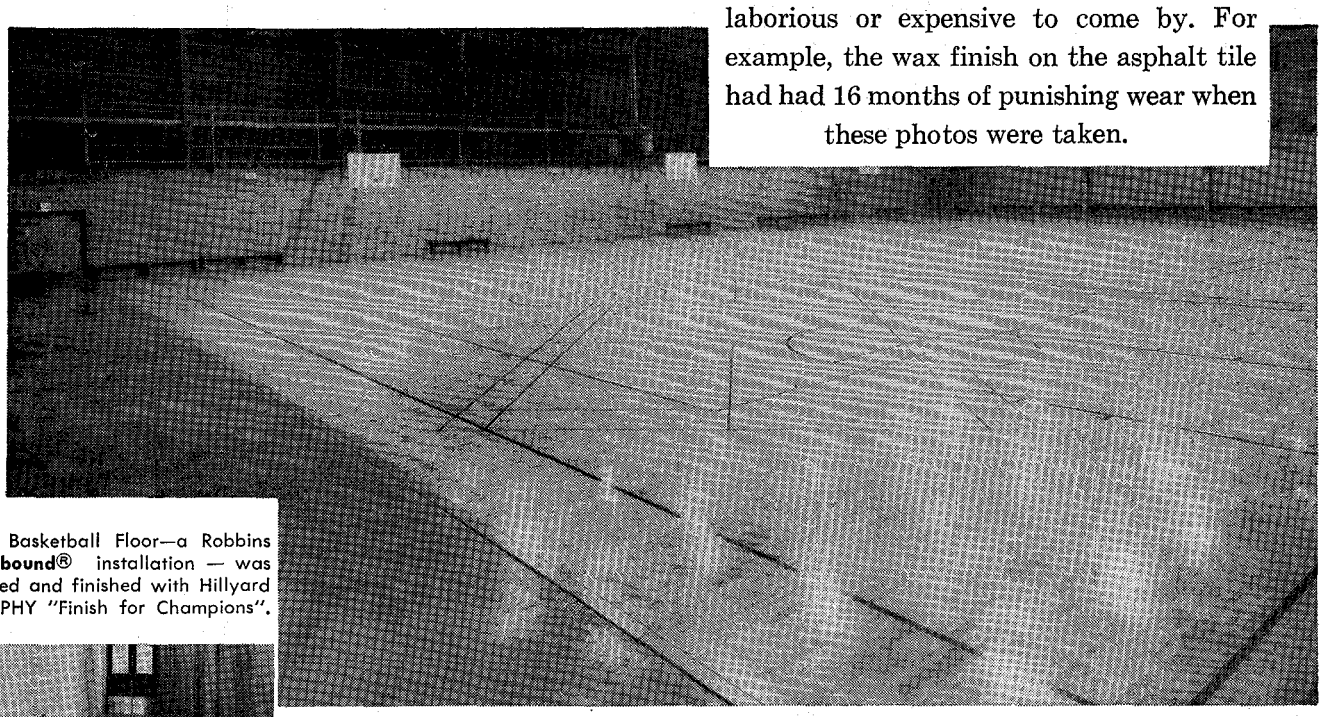
At Tulane University

"they all say it's the cleanest gym they've seen!"

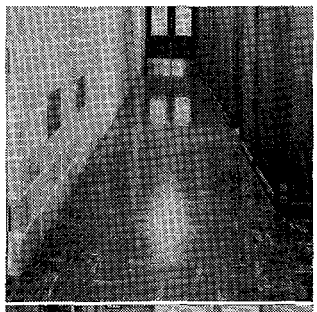
According to Ben Abadie, Director of Intramural Sports, visitors to Tulane University's Favrot Intramural Field House always praise the beautiful appearance of the floors.

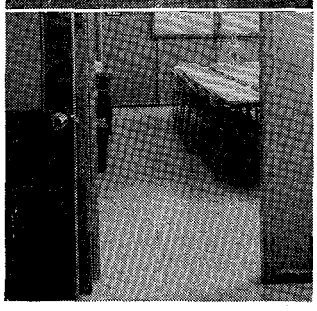
It's a perfect environment for instilling the well-being, confidence, and personal neatness that are permanent benefits of physical education.

Contrary to visitors' beliefs, however, the superb condition of these floors was not laborious or expensive to come by. For example, the wax finish on the asphalt tile had had 16 months of punishing wear when these photos were taken.

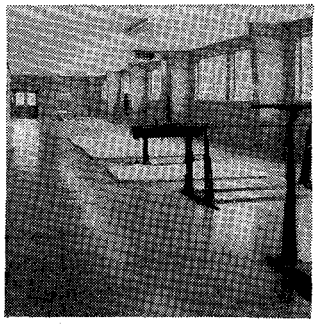


The Basketball Floor—a Robbins **Ironbound®** installation — was sealed and finished with Hillyard TROPHY "Finish for Champions".





Asphalt Tile in Corridors and Offices was finished with Hillyard Prime No. 1 Carnauba SUPER HIL-BRITE wax.



Concrete surrounding the playing floor, and in the Weight Lifting Room, was sealed with Hillyard SUPER ONEX-SEAL.

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TOP MANAGEMENT SPEAKS:

In our technological world, we must learn or perish. In the emphasis on the three "R's" we believe recreation—

the fourth "R"

—is as indispensable to any industrial program as it is to a scholastic one for developing sound minds in sound bodies



It is no secret that modern industry is turning more and more to the schools. What is not so evident is that industrial life itself is taking on the flavor of scholastic life and that the sharp transition between school and industry is disappearing. At Lockheed, we borrow school staffs and facilities to advance our work; we conduct research programs on a larger scale than most universities; we offer a host of training programs for personal improvement and the development of job skills; in some divisions we even strive for a campus-like atmosphere to attract the scientists and scholars we need.

We do this selfishly because we know that, in our technological world, we must learn or perish, and we have chosen to learn. But it is pleasing to reflect that, while serving our corporate interests in espousing the cause of education, we are also achieving a new pattern of industrial life that brings increased satisfaction and greater enrichment to personal living. To the individual, education no longer stops at the school door. His work at Lockheed is, in a real sense, an extended post-graduate program or a lifelong extension course in adult education.

In our emphasis on the three R's we believe the fourth R—Recreation—has an important place. If we have not always accorded it the high recognition it deserves, it is because we have not clearly understood all the implications of education. The schools, who have been tillers of their field for many centuries, have always insisted on recreation —whether it be in athletic programs, in extracurricular activities, or in so simple a thing as recess.

I believe that we in industry are coming to the same understanding. If we see clearly that our interests, like those of the schools, are in developing sound minds in sound bodies, then we must see that we cannot limit ourselves to the three R's. For mind and body both, the fourth is indispensable. It is as indispensable to any industrial program as it is to any scholastic one.

But it seems to me we must go one step further. We must not treat recreation as a thing apart, an escape from the routine and frustration of our workaday world. Somehow we must capture its values and build them into that world.

Much of what we think of as school spirit comes from the joy and color of extracurricular activities. Industry needs this spirit no less than does a high school or university. It can, I think, look to recreational programs to supply it, not in the sense of frenzied crowds cheering the varsity team, but in the general feeling that recreation is not only recognized and valued, but that it is an essential part of our working lives.

Cyril Chappellet

Senior Vice President
Lockheed Aircraft Corporation

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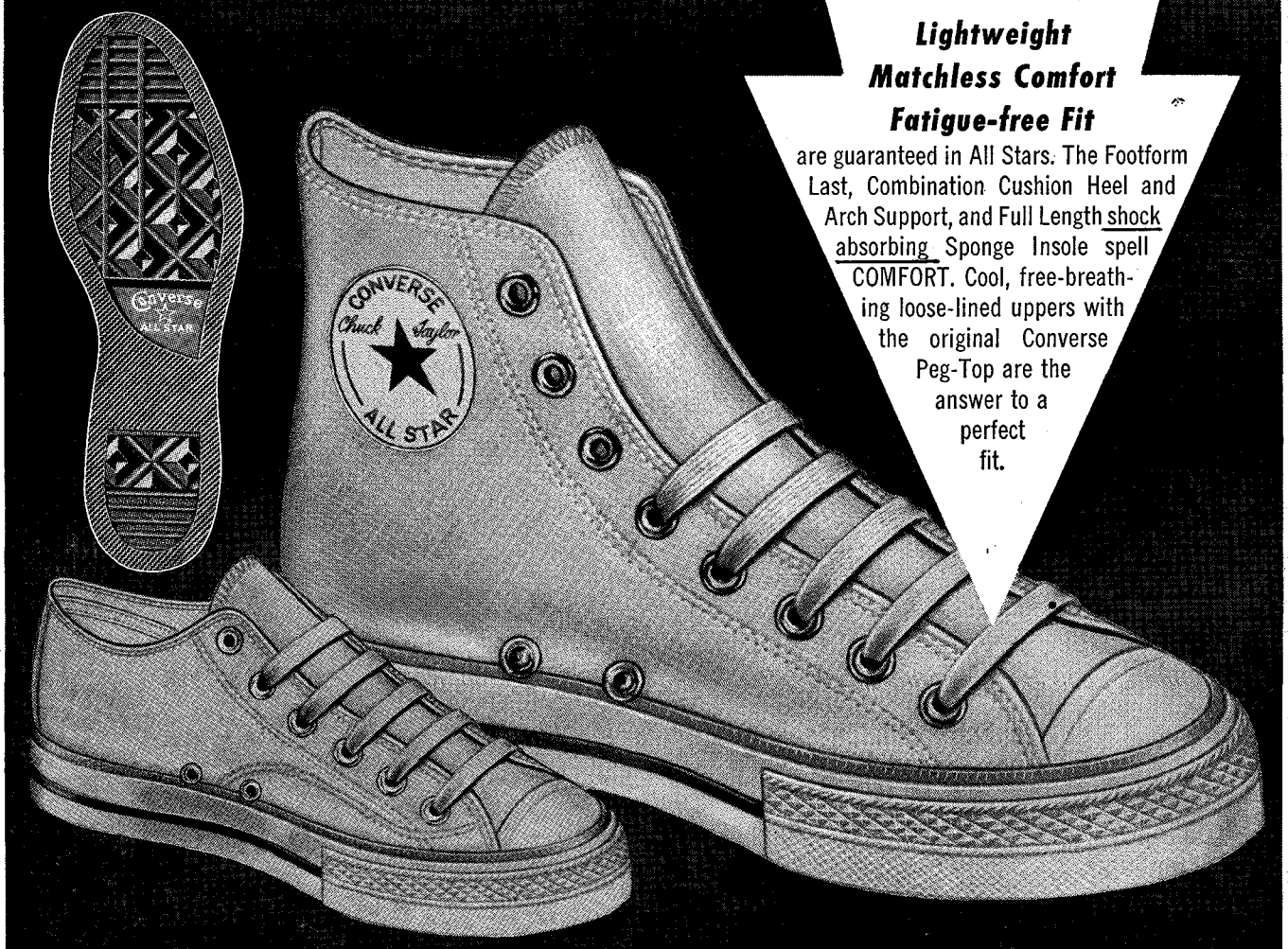
are assured by the exclusive traction-action, resilient molded sole, perfected over 45 years of play.

Lightweight

Matchless Comfort

Fatigue-free Fit

are guaranteed in All Stars. The Footform Last, Combination Cushion Heel and Arch Support, and Full Length shock absorbing Sponge Insole spell COMFORT. Cool, free-breathing loose-lined uppers with the original Converse Peg-Top are the answer to a perfect fit.



CONVERSE RUBBER COMPANY MALDEN 48, MASSACHUSETTS

TIME TO PLAN A HAPPY HOLIDAY

Christmas in September? Hardly, but this is the time to plan your company's Yule celebration. These ideas, in keeping with the true holiday spirit, may make your season brighter

Toy COLLECTING

The warmth and happiness of Christmas results from that age old advice, it's better to give than to receive. More and more companies are concentrating on activities that are in keeping with this, the true spirit of Christmas. They have found that the "giving" projects create tremendous good will within the company and throughout the community.

One of the most successful programs of this type was instituted last year by the Teletype Club, The Teletype Corporation, Skokie, Ill. Called "Operation Santa Claus," here's how it works:

A committee contacts orphanages and settlement houses for lists of toys and other items the children would like to receive. After the lists are compiled, they are divided and distributed to Teletype Club representatives and a number of temporary representatives who are appointed to help in the project.

These representatives, in turn, make the list available to the employees in their particular sections or departments.

continued on page 10, column 1

—Inland Steel Company



Tree TRIMMING

How many lights should go on the office Christmas trees? There is a formula which does away with much of the guesswork and helps produce an evenly lighted appearance. To achieve a good lighted effect, try this formula:

Multiply the height of the tree (in feet) times the width of the tree (in feet) times three (3).

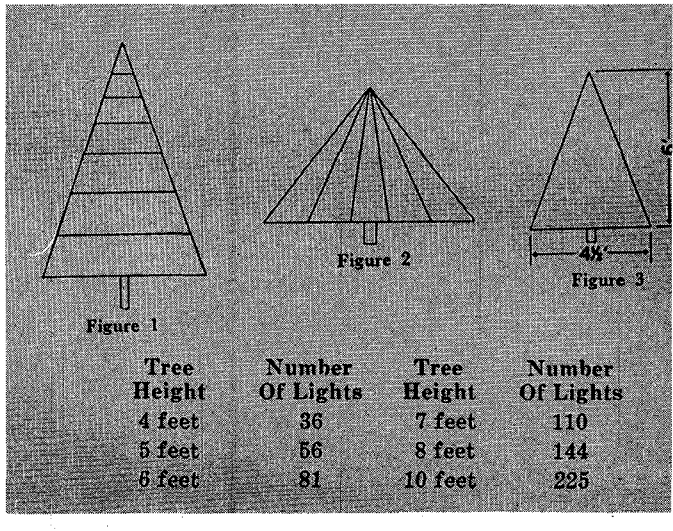
Say your tree is 6 feet high and 4½ feet wide at the base (see Fig. 3 below). The formula works out like this:

$6 \times 4\frac{1}{2} \times 3 = 81$ lights

For average shaped trees, save the arithmetic and use the chart below. Of course, individual tastes and personal satisfaction are the last word in decorating trees, but professionals have developed this formula to bring out the natural beauty of any Christmas tree.

Bear in mind that tree trimming follows a fundamental rule of women's fashion—accentuate the opposite. If your tree is tall and slender, decorating lines should tend toward the horizontal (Fig. 1). If it is short and full, trim the tree along vertical lines (Fig. 2).

—NCR



Tree Height	Number Of Lights	Tree Height	Number Of Lights
4 feet	36	7 feet	110
5 feet	56	8 feet	144
6 feet	81	10 feet	225

Gift WRAPPING

Employee gift wrapping classes have proved highly popular whether they are conducted solely for general interest or to help instruct work parties who have volunteered to wrap gifts for the company Christmas party, for employees serving in the armed forces or for orphaned and underprivileged children.

Instruction materials upon which the class may be based are available from most ribbon and wrapping paper suppliers. Here is a suggested lesson plan:

Props:

- Tables and chairs.
- Wrapping kit—celluloid tape, shears, two rolls of ribbon 7/8 inches by 50 yards, instruction sheet.
- Dummy packages—two or three wrapped packages illustrating bows to be learned in class.

Introduction:

After learning the fundamentals, wrapping gifts attractively takes only a little practice. However, several factors should be considered as preliminaries.

- If possible, the gift should be placed in a box.
- Selection of paper and bow should have the recipient in mind as well as deciding whether the wrap should be masculine, feminine, tailored, etc.
- Size of the box determines the proper design. Small packages demand small or delicate patterns; large packages require larger designs.
- Putting the paper on the box is of great importance. If this has been done neatly, the simplest of bows will enhance the package.
- Size of the bow is determined by the size of the box. The bow should not extend over the edge of the box.

Demonstration: use instruction sheets

- Show wrapping methods
  1) Covering the complete box with gift paper.
  2) Covering the cover of the box only, fastening inside with celluloid tape.
- Show types of ribbon wraps
  1) Two corner tie.
  2) Four corner tie.
  3) Standard center tie.
  4) One-way tie.
- Show types of bows
  1) Basic bow.
  2) Variations such as multi-color, chrysanthemum, carnation, poinsetta and others, as time permits.

—GMC Truck & Coach Div.



Doll DRESSING

by SONJA A. BAUM

For 40 years, telephone workers have made annual Christmas doll and toy donations to needy youngsters. The idea started in 1917, when some girls in the accounting department of the New York Telephone Company dressed a dozen dolls and placed them in a missionary barrel at Christmas time.

This token gesture has mushroomed into an annual institution. In 1957, about 10,000 dolls and toys were distributed to youngsters in 100 institutions, hospitals and charitable homes for the handicapped.

During recent decades, other industries have followed the New York Telephone Company lead by introducing their own programs for dressing dolls. The purpose: to make an unfortunate child's dream come true on Christmas morning.

Such a project has also another important function in that it creates an "esprit de corps" among participants, gives workers a sense of belonging, fosters pride in job and company, creates community recognition and good will.

Basically, doll dressing programs involve outfitting dolls in ready-to-wear garments or clothes individually created by participants. For keener interest and wide-spread enthusiasm, the dressed dolls may be entered in competition for prizes in one or several categories.

Timing is important. Calendars vary to conform with conditions peculiar to different business organizations. The one followed by the Consolidated Vacuum Recreation Club at Consolidated Electrodynamics Corporation, Rochester, N. Y., and outlined below, is fairly typical.

Aug. 29	**Meeting of doll dressing committee**
Oct-Nov	**Story in CONVANEWS, the company house organ**
Oct. 14	**Bulletin board notice**
Oct. 17	**Distribution of dolls to be dressed**
Nov. 25	**Reminder on bulletin board**
Dec-Jan	**Follow-up story in CONVANEWS**
Dec. 6	**Deadline for receiving entries**
Dec. 10	**Award presentation at Christmas party**
Dec. 13	**Dolls delivered to Welfare department**
Dec. 23	**Thank-you letters mailed to participants**

The importance of maintaining close personal contact with all workers in the organization has been stressed by

continued on page 10, column 2

—Eastman Kodak Co.



TOY COLLECTING (cont. from page 8)

Employees then select the gift they would like to purchase, either individually or as a group gift bought with fellow employees.

In this way, the orphaned or underprivileged child receives exactly the gift he asked Santa for. Participants get an extra thrill by knowing the name of the little boy or girl to whom they are sending the present.

In Teletype's program, all gifts must be new merchandise. According to George Kalmus, secretary of the Teletype Club, employees feel that used toys and hand-me-downs just don't convey the Christmas spirit.

"Christmas Depots" for collecting the gifts are set up in various plant areas. A few days before Christmas, the committee picks up all presents and delivers them to orphanages and other organizations.

HAPPINESS FOR HUNDREDS

Projects like this, also sponsored by Western Electric Co., the Good Fellows of the Chicago TRIBUNE and the employees of Motorola, Inc., have brought happiness to hundreds of boys and girls at Christmas time.

Many other organizations collect both new and used toys. A hobby group at the plant or a local Boy Scout troop refurbishes the used toys before turning them over to the beneficiary. A doll dressing program can be included as an important adjunct to this project.

In addition to collecting toys, many firms also accept voluntary donations. Although no individual or group solicitation is permitted, Distillation Products Industries of Rochester, N. Y., reports that its toy committee collects five large cartons of toys and the money donated enables them to buy four additional cartons.

WHAT TOYS ARE BEST?

Groups who make a toy drive part of their Christmas project, have found it wise to consult in advance with the intended beneficiary as to the type of toys best suited to the children in their care. Most hospitals will emphasize soft, noiseless toys, puzzles, craft sets and educational games. Handicapped children need educational toys and games requiring muscular coordination.

Recreation directors have found that those employees who do not wish to participate in doll dressing programs and other Christmas activities are happy to contribute money for the purchase of toys.

Most of these projects are supported entirely by the employees while management contributes to others. However, the growing practice is for employees to dispense with exchanging Christmas cards, and, in many cases, eliminate office and department grab bags. The money saved is then directed to this worthy purpose.

SERVICEMEN'S GIFTS

Another custom, originated during World War II, and continued to the present by many companies is to send Christmas packages to employees serving in the armed forces. Goodyear Tire & Rubber Co., Akron, Ohio, sends about 900 such packages each year. A typical serviceman's gift from Goodyear includes assorted foods, wallet, cuff links, tie clasp and a card with the inscription, "Season's Greetings from your friends at Goodyear," and signed by the chairman of the board and the president.

In sending its gift boxes (see photo) R. R. Donnelley & Sons Company arranged for a large Chicago department store to handle the entire project including assembly, wrapping, packaging and mailing.

DOLL DRESSING (cont. from page 9)

all companies queried. Diversified representation, with at least one volunteer from each department or section, on the doll dressing committee accomplishes this best.

The doll dressing committee assumes over-all responsibility for the project. Various members or subcommittees, appointed at the first meeting take charge of the details, such as purchasing dolls, accessories and exhibit supplies, supervising distribution of dolls and materials to participants, organizing the toy drive, arranging for displays at company headquarters or outside the plant, planning and setting up exhibits, balloting and award presentation ceremonies, selecting recipients or distributing organization for the dolls and toys, and handling publicity and finances.

WHAT DOLLS ARE BEST?

All groups prefer a rubber or soft vinyl doll, 14 inches tall or taller. They are easiest to dress as well as most fun for the child who receives it. Assistant Personnel Director Ken Klingler at Consolidated Electrodynamics Corp. reports that his group purchases the dolls dressed, but garments are removed before turning dolls over to contestants. The



GIFT PACKAGE to R. R. Donnelley employees serving in the armed forces included nuts, candy, pocket flashlight and other useful items.

outfits are stored for safekeeping in cellophane bags, and one complete outfit is packed together with the dressed doll as an extra change of clothing.

PURCHASE AND DISTRIBUTION

Most groups, however, purchase and distribute dolls with shoes and socks packed in a cardboard box. Contestants return entries in the same box to guard band-box freshness while the dolls await display and during transit to the recipient.

Most doll dressing committees find that they can secure cooperation in the program from about one-third of all employees. They plan their purchases accordingly. If all dolls are distributed very early in the program and the demand for dolls to be dressed persists, an additional order

for more dolls is placed with the supplier.

Ken Klingler found that employees had difficulties purchasing clothes for boy dolls. Therefore the Consolidated Vacuum Recreation Club allocated 90% of their order to girl dolls. However, the do-it-yourself contestant may find patterns for boy-doll clothes in Edith Flack Ackley's book, DOLLS TO MAKE FOR FUN AND PROFIT.

COSTS AND BUDGET

Since most groups work on a budget, the question of total costs will usually arise at the initial stages of the program. Precise figures are quite meaningless. So much depends on the number of potential participants and how elaborate the details. Organizations with payrolls of around three hundred report budgets of between $350 to $500 for the program.

Undressed dolls average about $12 a dozen. Bertha Charrier, who is in charge of the doll project at N. Y. Telephone, was able to get a special price of around $4 a dozen on doll bodies with rigid limbs and painted-on hair. The Chase Manhattan Bank, New York City, pays $2.25 a piece for nationally advertised 16 inch undressed dolls. Miss Charrier suggests that economies can be affected, without sacrificing quality, by selecting dolls with painted-on hair and then attaching wigs, purchased separately.

Incidental items must be included in any proposed budget. Aside from such obvious allocations for the cost of dolls, accessories (shoes, wigs, underwear), prizes, if any are to be awarded, the cost of display materials must be added. These include ribbons, crepe paper, soft wood for backdrops and stands, scotch tape and special lighting effects. Postage and stationery are other important items in a large-scale operation.

CONTEST RULES

A copy of contest rules should accompany each doll. While these vary from group to group, it is important to stress that children love to dress and undress their dolls. All garments should be readily removable . . . **None sewn to the doll or fastened with pins or staples.** For safety, imaginative and longer play, use only buttons or snaps on doll clothes.

On a mimeographed master list assign contestants an entry number and note number of dolls and other materials taken. If distribution of dolls is handled by more than one person, the individual pages should be returned to one central place after the dolls are distributed. The master list permits the doll dressing committee to keep track of materials distributed and participants' names can be checked off as the dressed dolls are returned.

DEADLINES

In establishing a deadline, allow at least one month for dressing the dolls. Proper processing of entries and preparing an effective show require time. Plan for it in your schedule. Avoid confusion by asking that dolls be returned to one central place.

The Vita Vac Club follows an efficient, simple system when contestants bring in their entries.

- Employee's name is checked off on master list.
- Numbered entry blank is filled out in duplicate.
- An identification number is pinned to each doll.

Mary J. Best, recreation director of Distillation Products, Rochester, N. Y., suggests that an identification number pinned to dolls rules out the possibility of favoritism. Vita Vac Club of Distillation Products assigns a special color for the various voting categories and uses the same color on entry blank, identification number and ballot stock.

Seasonal decorations and the playing of Christmas carols lend a holiday feeling to exhibit rooms. Artistic displays are never scattered or cluttered. Groupings, arranged by voting categories should encourage flow of traffic—from ballot pick-up, near the entrance, past the displays, to ballot boxes at the exit.

Action poses are beguiling and show details of design and embroidery to best advantage. Dressing the dolls entailed time-consuming, painstaking effort. Their clothing can be easily damaged or soiled. Place displays so that they can be seen from all angles, yet are protected from impulsive handling.

Special spotlights or lights with color screens emphasize colors and highlight displays. If dolls are to be attached or mounted, use extra large staples or put a fine wire around the neck of the doll and thread it through screw eyes in the backdrop.

JUDGING THE WINNER

Open exhibit rooms for several days to permit viewing and voting by employees, other participants and their guests. Hold an after-hours display if the general public is invited. Often banks, schools, museums, colleges, libraries and other institutions in the community will make space available for Christmas doll and toy displays. Such arrangements, however, should be made well in advance.

Some groups select the winning candidate by vote. Others find that their program achieves greater prestige if the winner is selected by an impartial judge, or committee of judges from outside the sponsoring organization. Often balloting is used to select finalists only. The woman's page editor, a local fashion authority or designer, a business or professional woman can be invited to serve as arbiters.

If selection is by ballot, explain voting procedures and rules again through posters placed in the balloting area near ballot boxes and blanks. Usually at least two voting categories are used. Vita Vac Club has contests in the following categories: Girl Dolls, Boy Dolls, Pairs, Character Dolls in both handmade and ready-made clothes.

State Farm Insurance Companies, Bloomington, Ill., awards three prizes in each of the following five contest categories: sportswear, baby, crochet or knitwear, party and real life. Other categories could include storybook, dancers, Western, foreign, casual, to name a few.

PRIZES AND AWARDS

Most groups award prizes at their annual Christmas party or a special luncheon when winners and finalists are again shown. Award winners of the previous year's competition or the judges present the prizes . . . merchandise certificates for nominal amounts or token gifts. The Chase Manhattan Bank awards twenty five prizes with a top of $100 going to the "Best in Show."

Check with the beneficiary your group is considering about delivery schedules and special packaging instructions. Most groups prefer that donations for their clients reach them no later than two weeks before Christmas.

LETTER OF APPRECIATION

At the conclusion of the program, management sends a letter of thanks to all participants for a job well-done. Copies of the acknowledging letter from the distributing agency, a final report about the program's outcome and an audited accounting for money collected and spent, are usually enclosed in the mailing. Letters of appreciation for their support of the contest should also go to the judges, the local press and any other organization who helped make the project a success.

CLAY TURKEYS CAN LAY GOLDEN EGGS

Turkey shoots combine all the elements of an ideal fund raising and recreational activity. Here's how to plan one

You don't shoot turkeys at a turkey shoot. The name "turkey shoot" is a quaint bit of Americana handed down to us by our pioneer forefathers. Our frontiersmen forbears depended on their personal firearms for food, clothing, and protection. It was understandable that for recreation, they held shooting contests in which a turkey was awarded to the keenest marksman.

Modern turkey shoots award prizes, which can be a turkey, duck, chicken, ham, groceries, or what have you, to the shooter who breaks a required number of clay targets, or who places a shotgun pellet nearest a mark.

PRIME SOURCE

The turkey shoot is a prime source of revenue and recreation for sportsmen's groups, industrial rod and gun clubs, churches, and civic and fraternal organizations. One large Chicago industrial concern finances a year's employee recreation program from the proceeds of an annual turkey shoot.

The Munster, Ind. Lions Club cleared over $4,000 from an annual two-day turkey shoot, financing the club's charitable and civic enterprises.

Turkey shoots combine in one package all the elements of an ideal fund raising and recreational activity. Little or no special equipment is needed. The sponsoring organization does not take the risk of a loss through carry-over of prizes, since arrangements can be made to award tickets for prizes in the exact amount required.

Three to five persons can handle all the details involved. Turkey shoots appeal to young and old, men and women, and in the case of the "spot-shoot", do not require any shooting skill.

Two popular methods for determining winners are used in the clay target turkey shoot. One version requires each shooter on each squad of five to fire one shot from each of the five trapshooting posts on the 16-yard line. Those contestants who break all five targets drop back to the 25-yard handicap line and fire single shots until all have missed except one, who wins first prize. Shooters who break four of the five targets duplicate the process for second prize, and third prize goes to the winner of the group who broke three of the five 16-yard targets.

Another method calls for two shots from each shooting post on the 16-yard line, for a total of ten shots. Ties are decided in the same manner.



CLAY TARGETS fall all year long at Frigidaire's Gun Club just outside Dayton, Ohio. Meet shown here was held last winter by the Dayton Industrial Athletic Association five-team trapshoot league.

HOT SHOTS AND DUBS

When experienced trapshooters might be competing against beginners in a clay target turkey shoot, the hot-shots are placed in separate squads from the "dubs." When a beginning shooter wins once or twice in his class, he or she graduates to the experienced squads.

If a company trapshooting facility is not available, or arrangements cannot be made with a local gun club for the use of their facilities, the "spot-shoot" turkey shoot proves very popular.

In spot-shooting, or still-board, as it is called in some areas, contestants fire one shot from the shotgun at a paper target on a post, usually at a distance of 40 yards. Object of the game is to place a pellet nearest a dot or cross on the paper target. No shotgunning skill is required for this game. The winner will often be someone who put only one stray pellet on the paper target.

PAPER TURKEYS

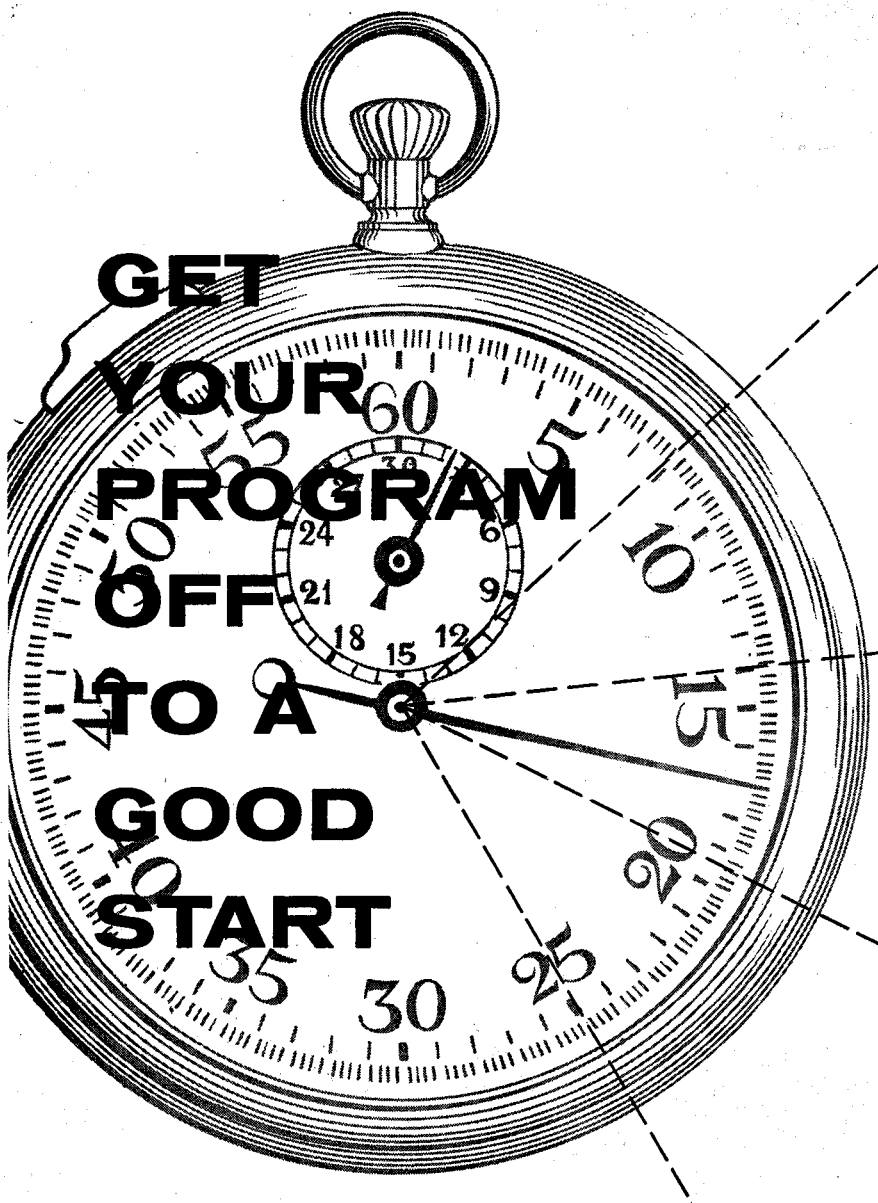
Spot-shooting requires only the posts, usually 10 or 15 in number, and the paper targets, plus an area with suitable background behind the target posts.

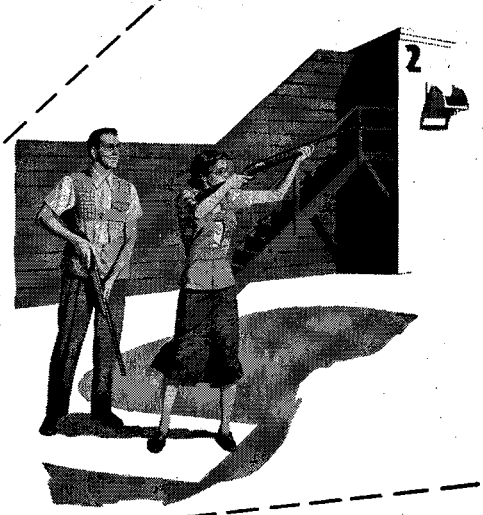
Entry fee and costs of turkey shoots are easily calculated, since only shells, targets, and prize values are involved. For example, a spot-shoot with ten posts and an entry fee of 50 cents per shot produces a gross of five dollars for each round. Ten shells cost approximately one dollar, and targets about two cents each for total cost of $1.20. If a $2.50 prize is given, net to the sponsor is a fixed $1.30 for each squad.

Entry fees can be varied according to the value of prizes awarded. A one-dollar entry fee produces ten dollars, but still with cost of only $1.20 to the sponsor. In the case of the trapshooting turkey shoot, any number of five-man squads can be designated as one round. For example, one round may consist of four squads of five persons.

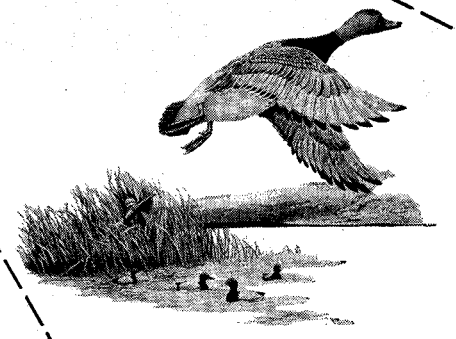
It's a good idea for the sponsoring agency to have extra guns on hand, for those who did not bring their own. So, why not have fun and raise money with a turkey shoot.

GET YOUR PROGRAM OFF TO A GOOD START









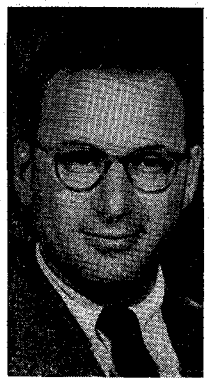
Now's the time to build fresh interest and enthusiasm in your program by adding the traditional American sport of shooting. It doesn't take much to get started and the natural demand will make shooting grow into a major part of your activities. Hunters want a place to get in off-season practice, beginners are fascinated by the challenge shooting presents and experienced shooters naturally fall into the role of instructor.

Write to our Shooting Promotion Department for free, helpful information on establishing rifle, pistol and shotgun shooting clubs within your organization.

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J. W. ROSENTHAL
Chief, Carrier Relations Division
Civil Aeronautics Board

DEFINE NEW CAB RULES

Rosenthal points out pertinent changes and stresses other important rules in this handy digest of charter regulations

Last year, a NIRA member company had to eliminate 15 employees and family members from a charter flight three weeks before takeoff time —after they had secured passports, taken smallpox shots, bought insurance and set their hearts on a big time in Europe.

What was intended as good employee relations immediately changed to bad, and the recreation director was on the spot.

To prevent other members from suffering similar experiences, NIRA met with officials of the Civil Aeronautics Board. After clarifying certain provisions of their transatlantic charter policy (see Dec. '58, R/M, page 12, "CAB Clarifies Group Travel Policy"), the Board strongly recommended that recreation directors, as well as tour operators and carriers, become thoroughly familiar with charter rules.

With the adoption of several modifications to the chapter policy this summer, R/M asked J. W. Rosenthal, chief of CAB's Carrier Relations Division, to point out the pertinent changes and summarize other rules of direct concern to recreation directors. These are presented below in brief, outline form.

However, before reviewing the regulations, the reasons for the restrictions on charter travel should be kept in mind. The CAB does not intend to discourage bona fide charter travel. Rather, its rules have been designed to preserve individual fare service. Without a well defined distinction between the two, individual fare service would tend to break down, to the detriment of the entire air transportation system.

The distinction is maintained basically by the prohibition against obtaining participants for a charter group by soliciting the general public. The rule prevents forming a group by:

1. a solicitation going beyond the bona fide members of an organization (and their immediate families), such as advertising directed to the general public by radio, television, newspaper or magazine, or,
2. the solicitation without limitation of the members of an organization which is easy to join and of uncertain or large and scattered membership.

It is this rule that provides the general framework for determining whether branch plant employees, retirees, mothers-in-law or other individuals are eligible to participate on your group charter flight. Most problems involving approval of charter applications center on interpretations of this rule. Specific applications are outlined below.

I. Organization of charter groups

SIZE, LOCATION OF ORGANIZATION Charter participants may be solicited without limit from companies, employee associations, employee travel clubs, etc. which have a total membership of less than (1) 20,000 located in a local area, (2) 10,000 located in a single state, or (3) $5,000 located throughout the United States. For example, if your company employed 25,000 at one location, a charter from this group would be disapproved. If, however, of these 25,000, less than 20,000 were members of the employee association, a charter solicted only from members of the association could be approved. In such an instance, the six-month membership provision would apply and the charter must not have been held out as an inducement to attract members to join the association. A local area can mean, in the case of a single plant, a wide commuting radius. But if a charter is drawn from several plants of a company located in scattered suburbs of a single metropolitan area, the "local" standard of 20,000 will not necessarily apply.

PARTICIPATION BY BRANCH PLANTS The same size and geographic limitations described above apply to charters for two or more branches of a single corporation. If total employment of a national concern, including branches, exceeds 5,000, a charter could not be held open to all employees of all plants. However, a valid charter might be obtained by soliciting employees of a few of the branches of the same corporation if their total size and geographic location is under CAB limitations. The decision to limit the charter to the branches involved would have to be made before actual solicitation has started. It would be inappropriate to make a general solicitation of the entire corporation and then limit the group in an attempt to conform with the regulations. Separate charters within a large company, divided so as to come under the size and area standards, must not only be separately solicited, but separately *administered.*

ELIGIBILITY OF FEDERATIONS Additional factors are considered in those cases where travel clubs, employee associations or other organizations of several different companies combine to fill a charter. The Board will consider whether such a federation provides services directly to employees of the separate organizations in a given locality, or is merely a superstructure tying several individual associations together. Other factors to be weighed include the size and geographic limitations, past history of joint activities sponsored by the federation and whether the federation exists only nominally as a means of exchanging information, with participation limited to meetings of representatives of each member group and individual membership being merely a mat-

ter of record or form at the most. Such charters require compliance with the six-month membership provision, and the charter must not be held out to attract members.

WHO MAY FORM A CHARTER GROUP In forming a charter group, recreation directors should be aware that the CAB prohibits the carrier fom engaging, directly or indirectly, in soliciting individuals as distinguished from soliciting an organization. Also, the carrier may not employ, directly or indirectly, any person for the purpose of organizing members into a group to make a charter flight.

II. Eligible passengers

BONA FIDE MEMBERS "Bona fide members" of an organization are eligible to participate on charter flights. As defined by the CAB regulation, "bona fide members" are those who have not joined the organization merely to participate in the charter as the result of a solicitation directed to the general public.

IMMEDIATE FAMILY MEMBERS The immediate family of any member of a charter organization may participate in a charter flight, but only if the member himself also participates as a passenger. The immediate family of such a member is considered to be only the following persons who are living in his household: the spouse, dependent children and parents of the member.

RETIREES AND OTHERS Participation of retirees and other persons in a charter flight depends upon the specific situation. If the basis for participation is membership in a recreation club of the company, and the bylaws of the club permit retirees to be members, then retirees would be eligible to participate. However, residences of the retirees would be considered in passing upon the eligiblity of the group for a charter, and the size and geographic limitations would apply. If the basis for participation is employment with the company, then, of course, retirees would not be eligible. It is not permissable to combine the employment basis and the recreation club basis.

III. Charter costs

HOW TO DIVIDE CHARTER COSTS The cost of a charter flight must be pro rated equally among all charter passengers except that a smaller amount may be charged for children under 12 years old. In the event there is any other unequal division of charges, good cause must be shown when the charter application is filed in order to obtain approval. No charter passengers shall be allowed free transportation except children under two years of age.

EXTRA CHARGES PROHIBITED No costs other than those actually incurred in making charter arrangements may be charged to the charter participants. Individual assessments for the charter flight may not include any charge for the purpose of charitable donations. All charges collected from the participants which exceed the actual costs of charter arrangements must be refunded to the participants in the same ratio as the charges were collected.

ADMINISTRATIVE EXPENSES Reasonable administrative costs of organizing the charter may be divided among the charter participants. Such costs may include a reasonable charge for compensation to members of the company, employee association or club for actual labor and personal expenses incurred by them in organizing the charter. Such charges shall not exceed $300 (or $500 when the charter participants number more than 80) per round-trip flight. Neither the organizers of the charter or any other member of the chartering oganization may receive gratuities or compensation, directly or indirectly, from the carrier, the travel agent or any other concern which provides a service to the chartering organization, whether of an air transportation nature or otherwise.

WHEN VOUCHERS ARE REQUIRED If total expenditures, including among other items the compensation mentioned in the preceding paragraph but exclusive of expenses for air transportation or land tours exceed $750 per round-trip flight, these expenditures must be supported by properly authenticated vouchers to be filed with the "Post Flight Report" required by CAB.

IV. Administrative Procedures

STATEMENTS OF CHARGES Statements to prospective charter participants of the anticipated individual charge for the charter shall clearly indicate the portion of the charges to be paid for the air transportation, the land tour and any administrative expenses. Within 15 days of the completion of the flight, the charterer (recreation director or other person organizing the charter) shall complete and supply to each charter participant and the air carrier involved, a detailed report showing the charge per passenger and the total receipts and expenditures. This information is included in the Post Flight Record.

PASSENGER MANIFESTS Before each flight, a manifest shall be filed with the air carrier showing the names and addresses of the passengers and their relationship to the chartering organization. This information must be shown for each leg of a round-trip flight and any variations between the eastbound and westbound trips must be explained on the manifest. On a round trip charter, one-way passengers shall not be carried except that up to five per cent of the group may be transported one-way when special or unusual circumstances are shown and approved. In the case of a chartered contract calling for two or more round-trips, there shall be no intermingling of passengers and each plane-load group must move as a unit in both directions.

ADVISORY OPINIONS Any time before filing a charter application, a prospective charterer may request an advisory opinion from the Bureau of Air Operations, Civil Aeranautics Board, Washington 25, D.C., on the eligibility of the charterer to obtain charter service. The Bureau's opinion will be based on the information submitted and is not binding upon the board. The information should include that required by Section B, Part II of the Statement of Supporting Information which is available from the CAB for persons requesting an advisory opinion.

Cost Comparison

An interesting comparison of the costs to management of recreation programs in relation to other employee benefits is presented in the following table published by Spector Freight System, Inc., Chicago.

Believing that "wholesome recreation is an essential part of every employee's working environment," Spector annually budgets about $5 per employee for its recreation fund.

This in itself, of course, means little. However, by the close of 1958, almost all Spector locations had established an Employee Recreation Association, thereby making a compliment of nearly 30 active clubs.

Activities run the full sweep of sports, social and club events.

VACATIONS		$664,490
HOLIDAYS		376,643
RETIREMENT		676,187
Pensions	$389,962	
Social Sec.	286,225	
HEALTH INSURANCE		778,627
Health and Welfare, Group Insurance, and like benefits	482,662	
Workmen's Compensation	295,965	
UNEMPLOYMENT INSURANCE		97,815
RECREATION		15,000
total benefits, 1958		$2,608,762

New Industry Golf Courses

Presently revising its two-year-old list of industrial golf courses, already outdated by the rapid rate of course construction, NIRA and the National Golf Foundation have an unending task on their hands. New courses recently opened or still in the planning stages include: Scott Paper Co., Chester, Pa., 9 holes; Titmus Optical Co., Petersburg, Va., 9 holes; Bethlehem Steel Co., Lackawanna, N. Y., 18 holes; Brockway (Pa.) Glass Co., 9 holes; Union Switch & Signal Co., Monroeville, Pa., 18 holes.

Herb Parsons Dies

The world's most dramatic exhibition rifleman, Joel Herbert Parsons, salesman and promotion shooter for Winchester-Western, died of a heart attack July 19, in Memphis, Tenn.

Parsons launched his career as an exhibition shooter in 1933 and ever since has been hailed by sportswriters as "The fastest and funniest in the business," "Parsons' one-man, three-ring circus," "The most spectacular marksman ever witnessed," and many more.

He averaged 130 exhibitions a year firing about 600 rounds at each, using 12 guns in 52 different ways. During his lifetime, he fired more than two million rounds in exhibition shooting.

Maverick's Golf For Kaiser

James Garner and Jack Kelly, better known to TViewers as Bret and Bart Maverick, traded in their shootin' irons for golf clubs last month to come to the aid of little, 10-year old Pam Jones, handicapped daughter of a Kaiser Steel, Fontana, Calif., employee.

The occasion was a special benefit golf match against two of Kaiser's top golfers to establish a trust fund to finance Pam's medical expenses. The youngster has been the victim of a spinal abnormality since birth and has been forced to wear steel braces from the waist down when she is not confined to a wheel chair.

The Play for Pam Benefit was sponsored by the Cup 'N Candle Club, one of the activities of the Kaiser Recreation Club, with the assistance of other KRC activity groups and the employee activities office.

Competing against the Mavericks, Frank McVicker, Kaiser employee activities supervisor, and Bill Steritz, a practice man at the coke ovens, kept the match even on the front nine. Then Jack Kelly rallied and the Mavericks won 3 and 2.

Kaiser youngsters took turns caddying for the Mavericks, but since it was a charity, the situation was reversed, and the caddies paid to carry the clubs.

Thinking not so much of the $1,600 the benefit raised as she was of the sheer pleasure in lunching and talking to her favorite stars, Pam thanked the golfers and officials "for giving me the happiest day I have ever known."

Zaniest Fringe

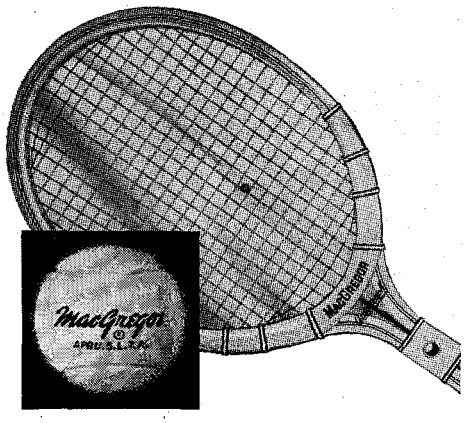
Checking the services offered to employeess by large companies, MANPOWER TODAY, a newsletter issued by Hamilton Employment Service, has come up with what they feel is the zaniest fringe benefit yet: that of a British union which demanded a penny an hour worked be paid into a fund to retain lawyers for members who want a divorce.



BEAUTY CONTEST winner (far right) at British Columbia Electric Company's annual Spring Cabaret takes a bow. Contest's finalists include (l-r), Miss Demeanor, Miss Fortune, Miss Polluted Beach of 1959, and the winner by unpopular decision, Miss Take. The event is one of six major activities sponsored annually for the 1,700 office employees on the B.C. mainland.



"The Choice of Those Who Play The Game"

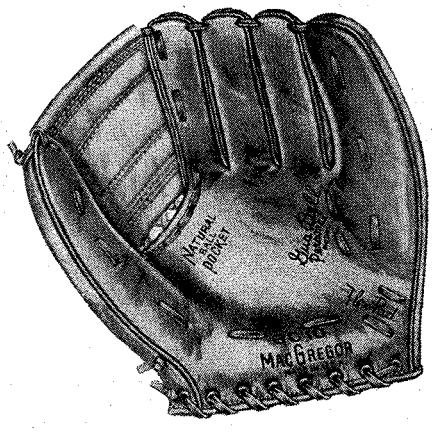


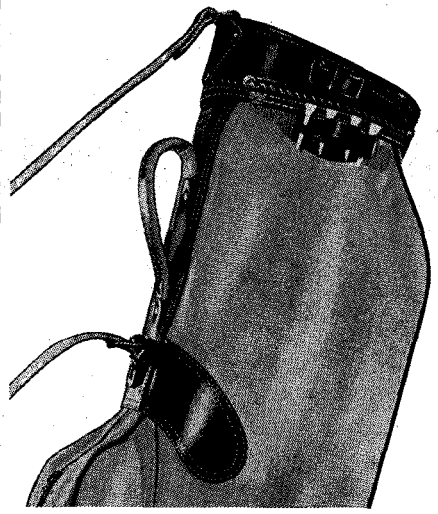






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EQUITABLE TAKES OVER MADISON SQUARE GARDEN



ANN MARSTON demonstrates the forms that won her the Miss Michigan beauty title and many archery championships.

Insurance company's centennial show dramatizes physical fitness for employees, policyholders and all Americans

Physical fitness was the theme of the most spectacular program presented during The Equitable Life Assurance Society's week-long Centennial Conference in New York, July 27-31. It was a boy's dream of autograph heaven.

With SPORTS ILLUSTRATED magazine, The Equitable sponsored a "Physical Fitness Demonstration" in Madison Square Garden featuring the largest assortment of sports "greats," past and present, ever assembled in one place at one time. Among the 55 athletes who took part in the show were Jack Dempsey, Sammy Baugh, Bob Feller, Gertrude Ederle, Don Budge and Jackie Robinson. The sports represented ranged from archery to trampoline.

Thousands of the company's managers, agents and employees and their children, from throughout the United States, who came to New York to mark the 100th anniversary, jammed the Garden on Equitable Day to see the physical fitness show. Roy E. Larsen, president of Time, Inc., publisher of SPORTS ILLUSTRATED, and a member of the President's Committee on Physical Fitness began the program with an address, "Physical Fitness—A Way to a Stronger America." Another committee member, Bonnie Pruden, who heads the Institute for Physical Fitness, presented, with her troupe, a demonstration of gymnastic exercises and tumbling.

Track and field events featured Harrison Dillard and Jesse Owens, two former Olympic stars. A high point of the show was the dazzling trampoline exhibition put on by the brothers Jerry and Rusty Koehler. Jerry began the act with some fine and fancy spins and flips and was followed by Rusty who, as the "fool," rocked the audience with headfirst "falls" and unorthodox jumps.

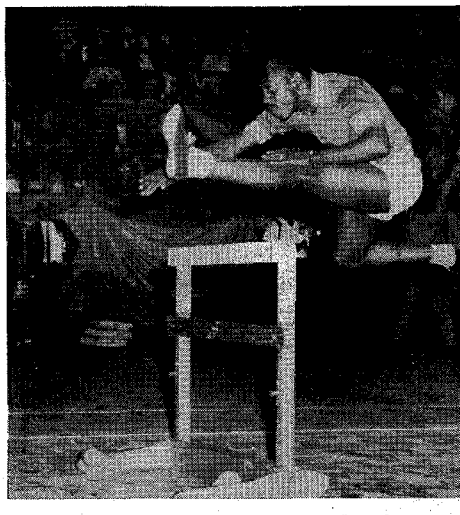
Davis Cup and Wimbledon champs, augmented by several Equitable net experts, played fast exhibition tennis. Among the racquet stars were Don Budge, Vic Seixas, Bill Talbert and Dick Savitt. Doris Hart and Fred Perry called the play. Net champ Althea Gibson demonstrated her skill, not on the court, but on the stage where she sang with Lanny Ross.

Another high point in the program was Ann Marston, the current "Miss Michigan," and winner of 11 national archery championships. With bow and arrow she popped balloons from across most of the arena's length, and shattered eggs and snuffed out candles at closer range. Punned the petite blonde, "This is a good way to get rid of old flames."

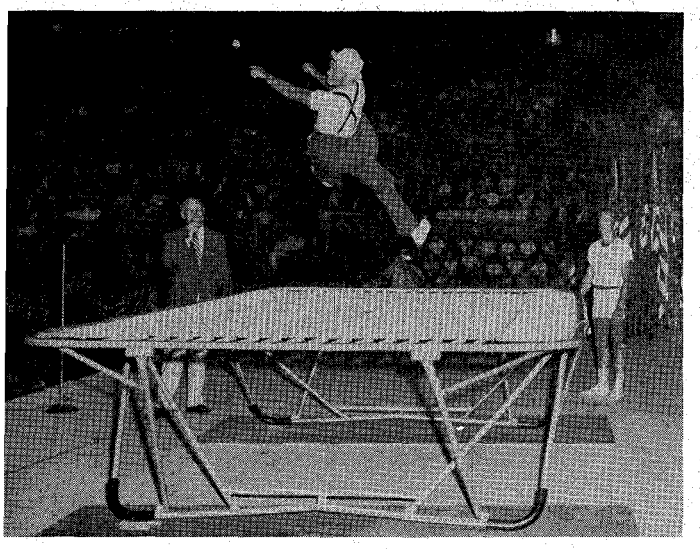
Master-of ceremonies Keith Morris, of SPORTS ILLUSTRATED, intro-



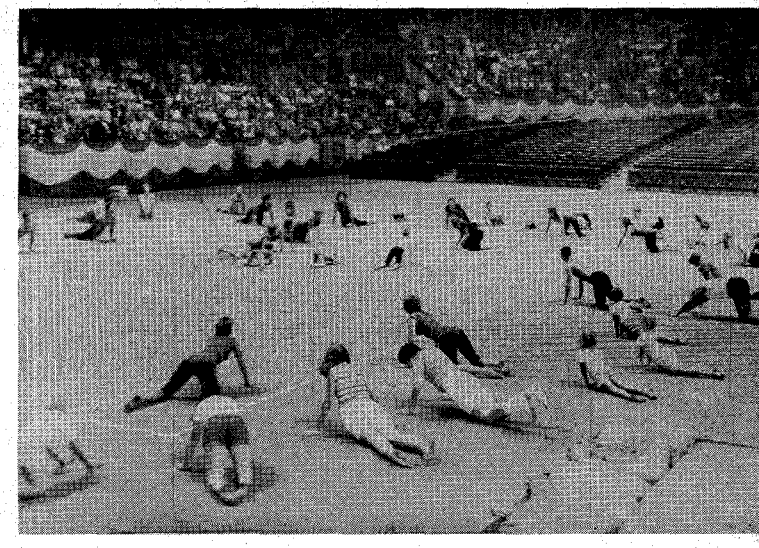
PROCLAMATION from New York Mayor Robert F. Wagner announcing "Gertrude Ederle Week" is read by Equitable VP Charles Corcoran (R) to the former swimming star. Next to Miss Ederle are Florence Chadwick, fellow channel swimmer, and Andy Carey, New York Yankee third baseman.



HARRISON DILLARD shows the form and speed that won him Olympic honors. Track stars Jesse Owens, Bob Mathias and Horace Ashenfelter also performed.



JERRY KOEHLER shows how not to do it on the trampoline while brother Rusty (r) waits his turn and emcee Keith Morris of SPORTS ILLUSTRATED laughs with the crowd.



BONNIE PRUDEN, head of the Physical Fitness Institute, and her troupe, augmented by a group of Equitable youngsters, go through their paces in Madison Square Garden.

duced the New York Rangers' Muzz Patrick, former welterweight champ Barney Ross, Dempsey, figure-skating whiz Dick Button, the New York Yankees' Andy Carey, and renowned channel swimmers Florence Chadwick and Gertrude Ederle. Equitable Vice President Charles R. Corcoran, show chairman and Centennial coordinator, presented Miss Ederle with a proclamation from New York's Mayor Robert F. Wagner, designating the week of August 2 "Gertrude Ederle Week."

Hoop stars Dolph Shayes, Jack Twyman, Bob Pettit, Carl Braun and George "Mr. Basketball" Mikan defeated a valiant but overpowered Equitable quintet. U. S. Open champs Dick Mayer and Tommy Bolt, using practice balls, showed the power and form it takes to play top-money, prestige golf. Craig Wood sent a few well-placed shots into the grasping grandstands. Golf pro Harry Obitz hit drives while sitting down and described his famous "The Swing's The Thing" technique while four assistants demonstrated. Several of Equitable's best amateur golfers participated also.

And there was razzle-dazzle gridiron style to see, too. The Equitable audience oohed and ahhed over the pigskin deception demonstrated by "Slingin'" Samy Baugh, of Washington Redskin fame. They were impressed by the power of Leon Hart who starred with Notre Dame and the Detroit Lions; by the broken-field running of Elroy "Crazy Legs" Hirsh, former Los Angeles Rams player, and by the aerial prowess of Johnny Lujack, former Notre Dame quarterback, and "Bullet" Bill Dudley, ex-backfield ace for the Baltimore Colts. The stars "whipped" an oversize company "team" which they dubbed "The Equitable Eels—slippriest team in the U. S."

Of course the show included a lively diamond exhibition: Mickey Cochrane behind the plate, Johnny Mize at first, Jackie Robinson at second, Sid Gordon at third, Luke Appling as shortstop, Ron Northey in left field, Monte Irvin in center field, Willard Marshall in right field and Ralph Branca hurling. The old fire-baller, Bob Feller, narrated the plays and got in a few words about the virtues of baseball pension plans provided by The Equitable.

As a novel touch, Margie Law, champion female softball pitcher, fanned half a dozen of Equitable's best hitters. "Pie" Traynor, Hall of Fame member, umpired the soft-ball affair.

The show was preceded by a luncheon for the athletes and New York City sportswriters at the Garden Club in Madison Square Garden.

INSURANCE "POLICY" ON FITNESS

The Equitable Life Assurance Society of the United States has begun its second century. During its first 100 years, the Society, as one of the nation's leading life insurance institutions, quite naturally emphasized the importance of health and physical fitness, not only to its employees and field force, but to the nation's people as a whole. The Equitable has pioneered in the field of health insurance, has been active in supporting medical research and, just recently, donated an entire medical research wing to The National Academy of Sciences in Washington.

For its Home Office employees, the Society maintains a broad recreational program of the type familiar to readers of RECREATION MANAGEMENT and members of the National Industrial Recreation Association. Many of The Equitable's most successful agents, managers, employees and officers were outstanding athletes in various sports during their high school and college years. A number were successful professional athletes before beginning their Equitable careers.

And so, being acutely conscious of the importance of recreation to physical and mental well-being, it was entirely appropriate that the Society during its week-long Centennial Conference in New York, should cosponsor, with SPORTS ILLUSTRATED magazine, a Physical Fitness Show featuring many of the nation's leading sports personalities. The event was not only entertaining. It dramatized the Society's continuing and proper interest in the health and recreational activities of not only its own personnel and policyowners, but of all Americans.

CHARLES H. CORCORAN
Vice President
Equitable Life Assurance Society of the United States



HERE'S HOW explains the instructor at one of the many jewelry making classes conducted by the N. Y. Telephone Co.

Wear Your Hobby

Do-it-yourself jewelry classes teach the girls to make sparkling costume pieces for gifts or personal wear

Almost every girl yearns to wear expensive costume jewelry. And, of course, she must have a new set for each new dress. Or several sets.

Now, with the advent of a unique application of the do-it-yourself stampede, there is nothing, not even budget blues, to keep the girls from having their way.

Pins, earrings, necklaces, bracelets, dress clips, scarfholders, barettes—women are turning out their own jewelry in job lots and finding it loads of fun.

Their technique is as easy as it is popular. A New York firm, Jewel Creations, has developed a complete, but easy-on-the-budget course of instruction.

There are a few variations, but several dozen business and industrial firms have conducted employee programs something on this order:

Interested persons are formed into classes which meet three or four times in one or two hour sessions. The manufacturer will furnish an instructor if desired, or an employee can qualify as a teacher merely by studying the catalog.

For the first meeting each student is provided with a beginner's kit which includes a sample setting and stones, a tube of plastice cement, a candle, wax toothpick, awl and pin. These starter kits are available at $1 each.

The instructor demonstrates the use of the tools and then helps students prepare the metal frames for setting the stones and thereby complete the finished piece.

Depending on the time allotted, part of this phase of instruction may lapse into the second session. However, sometime during the first two meetings, students should have the opportunity to read the catalog and order one or more costume pieces they would like to make during the remaining sessions or on their own time.

Considerable time can be reserved for this subject by discussing suitable color combinations and the types of jewelry appropriate for various occasions. The costume pieces come in a large selection of exclusive, copyrighted frame styles and a wide variety of stone colors and cuts. Innumerable combinations are available so there is no problem of duplication.

All items are guaranteed against tarnishing and manufacturing defects for one year.

In subsequent sessions, under the helpful eye of the instructor, the girls work on their own pieces, carefully scraping the setting, fitting the stones to their proper placings and cementing them in place.

At the conclusion of the course, the girls are generally left on their own, to continue the hobby at home or, perhaps, turn it into a fund-raising project as many have done.

Price-wise, do-it-yourself jewelry has popular appeal. Cost of materials for an attractive brooch may run no more than a dollar or two with most items costing about one-third less than regular retail prices.

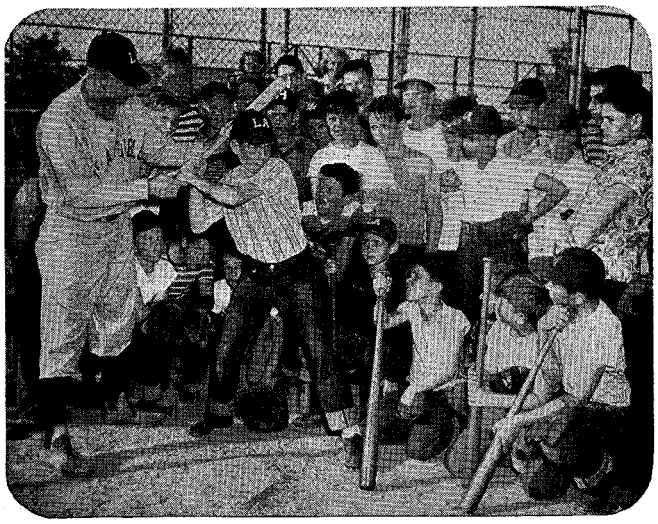
The finished piece sparkles with the truly professional appearance of fine costume jewelry, suitable for gifts or personal use.



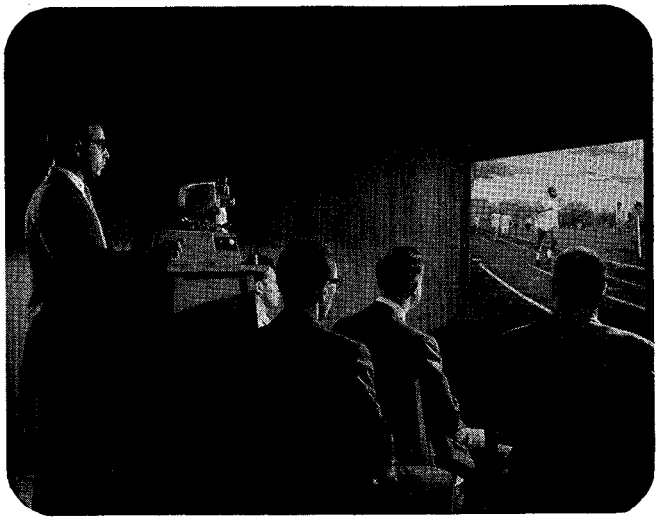
WIDE ASSORTMENT of glittering costume jewelry pieces in many colors and styles are available in do-it-yourself kits.

LATEST SPORTS TEACHING AIDS

35 mm *Sound Slidefilms*







COACH • TEACH • STUDY

Every high school and college athletic department should have a complete set of these modern teaching aids. The Athletic Institute's 35mm sound slidefilms are the greatest sports instruction aids ever produced. They're now used to teach sports skills to over 6,000,000 students every year. Slidefilms are easy-to-understand, authoritative, and economical. They'll help make your teaching job easier. Each slidefilm kit contains from 2 to 7 color slidefilm units (available with or without sound records), instructor's guide, and student handbooks.

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- **TENNIS** — Sound, $48.75 — Silent, $41.15
- **TRACK & FIELD** — Sound, $60.75 — Silent, $46.50
- **TRAMPOLINING** — Sound, $29.50 — Silent, $23.90
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LAST CALL FOR NIRA FISH-A-RAMA ENTRIES

2nd annual meet slated for Paris, Tenn., Oct. 9-10. Postal entries close Sept. 15

Industry nimrods will have to hustle to be counted among the winners of the 1959 NIRA Fish-A-Rama. Entries for both the postal contest and the national finals at Paris Landing State Park, Tenn., close Sept. 15.

"If your Fish-A-Rama entry form order blank has been misplaced," anounced Don Neer, NIRA executive secretary, "fire a letter to NIRA headquarters. We'll rush the entry blanks back to you in time to beat the deadline."

And, the deadline will be worth beating. In addition to national championship awards to be presented in each division, industry fishermen will vie for outstanding merchandise prizes.

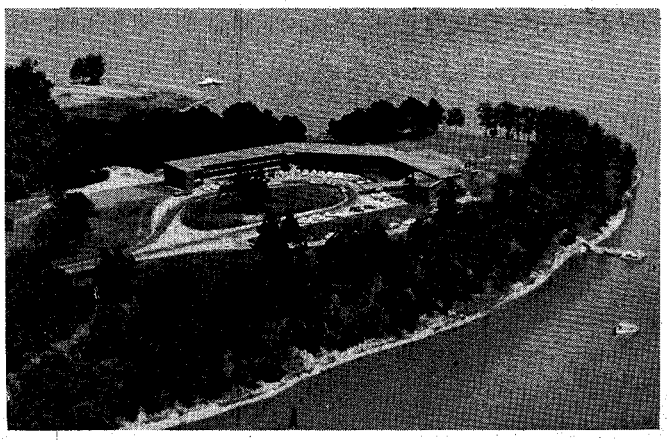
Winner of the national finals will receive a 1960 model 7½ horsepower Scott outboard motor while other finalists will take home top quality rods and reels produced by the Shakespeare Company.

Any employee of a NIRA member company is eligible to enter either division of the contest. The postal division is open in eight classifications for various species of fish. Top catches in each of the classifications will be judged as national winners. Entry fee is $1.

The national finals, to be held on Kentucky Lake, Oct. 9-10, will test both the casting and fishing ability of industry fishermen. Each entrant will try his luck on the lake for eight hours. His catch will be scored on the basis of weight and length of total fish caught. This figure will then be added to his score in the casting contest to determine industry's grand national fishing champ.

Entry fee for the national finals is $25, which includes boat, motor, experienced guide, Tennessee fishing license, welcome fish fry, entertainment and the awards banquet.

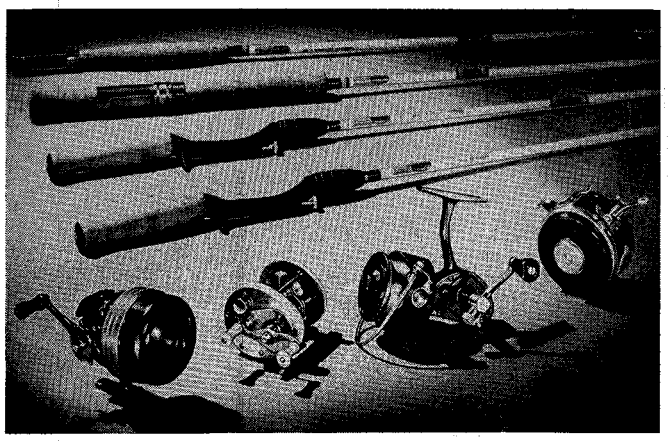
Lodging, at special rates, will be available in the modern Paris Landing State Park Inn (see photo above), which fronts on Kentucky Lake. The park, located near Paris, Tenn., is situated about half-way between Memphis and Nashville.



PARIS LANDING State Park Inn, overlooking Kentucky Lake, will be the site for the 2nd annual NIRA Fish-A-Rama. This modern tourist mecca is completely air-conditioned.

The second annual Fish-A-Rama has been designed to assist recreation directors to maintain and stimulate interest in fishing activities within their companies. The postal contest affords industry fishermen a chance for national recognition, yet requires no travel or time from the job. The national finals provide a truly outstanding prize for the winners of individual company fishing contests. A trip to the Fish-A-Rama national finals gives company fishermen something worth angling for.

PRIZES for finalists in the NIRA Fish-A-Rama will include four Wonderods and reels from the Shakespeare Company. The winner will receive a 1960 Scott outboard motor.





imagination and resourcefulness are vitally important to the success of any industrial recreation director.

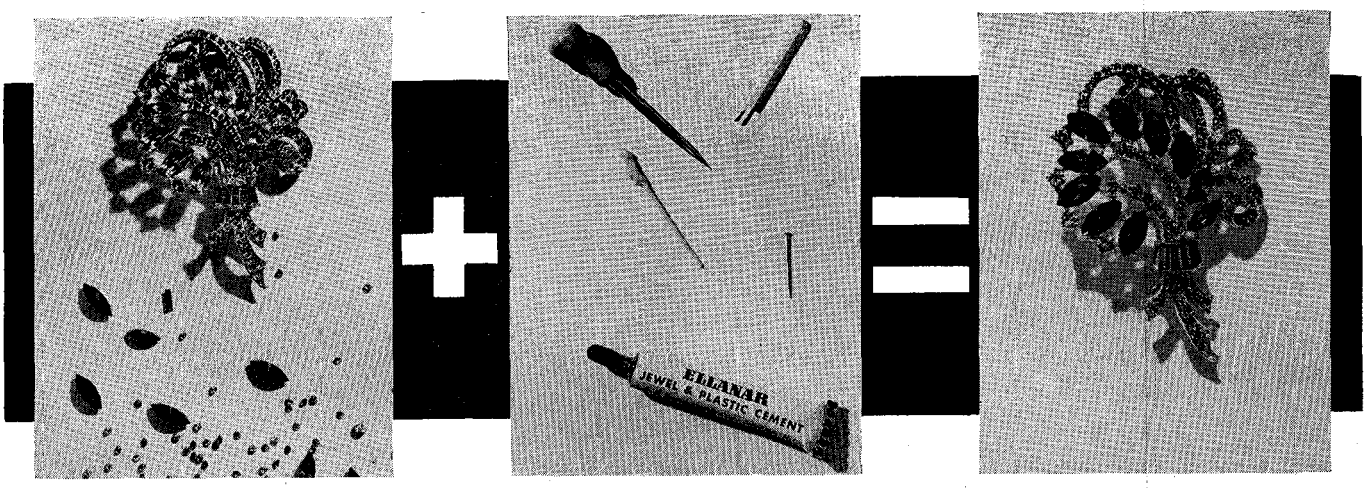
WHAT'S THE BIG IDEA?

"Old stuff" is no fun. It's the fresh approach, the new wrinkle that make your program grow in popularity.

The big ideas which do the job best are reported each month in R/M.

It's as simple as

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do-it-yourself costume jewelry

Here is a program with proved success

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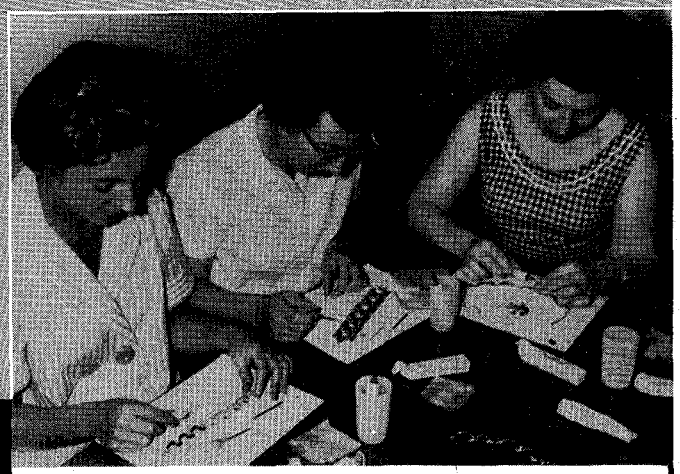
- Can be operated on a minimum budget.
- No special tools or equipment needed.
- Requires only minimum amount of space. Can be conducted in conference room, cafeteria, rec hall.
- Once introduced, it is practically self-sustaining due to universal acceptance of the professional looking end product.
- Program supervisor can be instructed merely by looking through our catalog.
- Cost to participant for the finished piece is 1/3 to 1/4 the retail price of comparable merchandise.
- All our merchandise is unconditionally guaranteed.

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Create Camping Council

The swelling ranks of family campers and the growing sales of camping equipment in the last five years has brought about the formation of a new service organization, the Camping Council for Travel and Wilderness Campers.

According to C. R. Agnew, Jr., its founder, director and a longtime camping expert, Camping Council will serve both camping enthusiasts and manufacturers as an information center for news about camping facilities, campsites, equipment standards and new developments in this booming recreational field.

Fishermen Prosper

Fishing tackle manufacturers flocked to Chicago in August for their second annual exhibit, exuberant over 1959 sales and expecting to feel even better by show time next year.

Not one of the 165 manufacturers exhibiting at the show reported a sales decrease for the first half of 1959, and none anticipated a decrease for the second half.

Yet manufacturers, wholesalers, jobbers and retailers expect to enjoy a 1960 volume of $248 million for an increase of almost 8% over this year.

The most recent survey on the subject shows that more than $2 billion is spent annually by anglers on tackle and equipment, transportation, lodging, refreshment, licenses, etc.

Despite the prosperity, retail prices on many of the 1960 items which were displayed at the Associated Fishing Tackle Manufacturers' trade show should be about the same or even somewhat lower than in either 1958 or 1959—a happy prospect for the nation's 35 million fishermen.

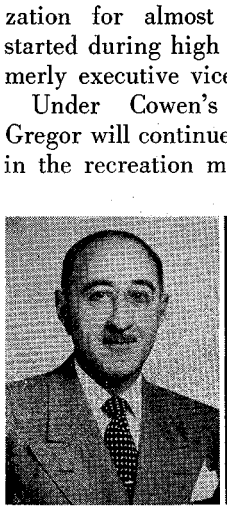
New MacGregor Execs

A. G. Koegel and H. P. Cowen have been elected chairman of the board and president, respectively, of MacGregor Sports Products, Inc., it was announced by B. E. Bensinger, president of the Brunswick-Balke-Collender Co., parent company of MacGregor.

Koegel, with MacGregor since 1929, was formerly president of the firm. His appointment fills the vacancy created by the death of Philip H. Goldsmith last Sept.

Although only his mid-40's, Cowen has been with the MacGregor organization for almost 30 years, having started during high school. He was formerly executive vice president.

Under Cowen's leadership MacGregor will continue to expand its sales in the recreation market, especially in the industrial area as foreseen so prophetically by former president Hugo Goldsmith, one of NIRA's original supporters and first honorary member of the Association.



A. G. Koegel



H. P. Cowen

Import Rifles Hit

Warning that imports of foreign surplus military rifles are threatening national security, six firearms manufacturers have petitioned the Office of Civil and Defense Mobilization to hold imports to their 1945-55 levels.

The manufacturers, all members of the Sporting Arms and Ammunition Manufacturers' Institute, asserted that unless imports are regulated, "they will soon lose the ability to convert to military small arms production with minimum lead time and expense to the government in the event of a national emergency."

The petitioners stated that the U. S. market for American-made high power hunting rifles has been glutted by military rifles declared surplus by foreign nations and sold on the domestic market at fantastically low prices.

The sales of domestic centerfire, or high power, sporting rifles have fallen off severely with consequent impairment of the industry's skilled manpower resources, research activities and plant capacities which are essential to the country's national defense, the companies stated.

Imports have increased 20 times since 1956, while sales of American produced centerfire rifles have fallen 50% since 1955. Since that time, the industry has been forced to release more than one-third of its manpower.

Other than the threat to national security, rifle imports hurt American sportsmen in two ways. First, availability of high-grade American rifles is decreased.

Second, the special excise tax collections on sales of domestic firearms is reduced sharply. This revenue is distributed among the states for wildlife land acquisition, habitat improvement, wildlife research and other activities to increase game animals.

"Something For the Girls"

With women comprising only slightly more than one-fourth the nation's 22 million bowlers, the Brunswick-Balke-Collender Co. has developed a nationwide contest to attract more girls to the game.

Called "Something for the Girls," the contest will be conducted through local bowling proprietors who will send personal invitations to women in their respective areas to enjoy a free introduction to bowling.

But the big "Something" involves a drawing for 5,013 prizes worth $150,000. The grand award will be a happiness package of a Mercedes Benz SL-L90 sports car, full length mink coat, an Esther Williams swimming pool and a two-week trip to Nassau with $500 expense money for two.

continued on next page



"SOMETHING FOR THE GIRLS," Brunswick's new bowling contest, should light up the eyes of many new women bowlers with its jackpot of $150,000 in prizes.

continued from preceding page

The contest, restricted to women over 17 years old, will run from Sept. 21-Oct. 21.

The lucky ladies who participate in the contest will be selected by the local proprietor. When she accepts the invitation, her registration blank will serve as her official entry for the prize drawing. It will also entitle her to a free game with instruction at the designated establishment.

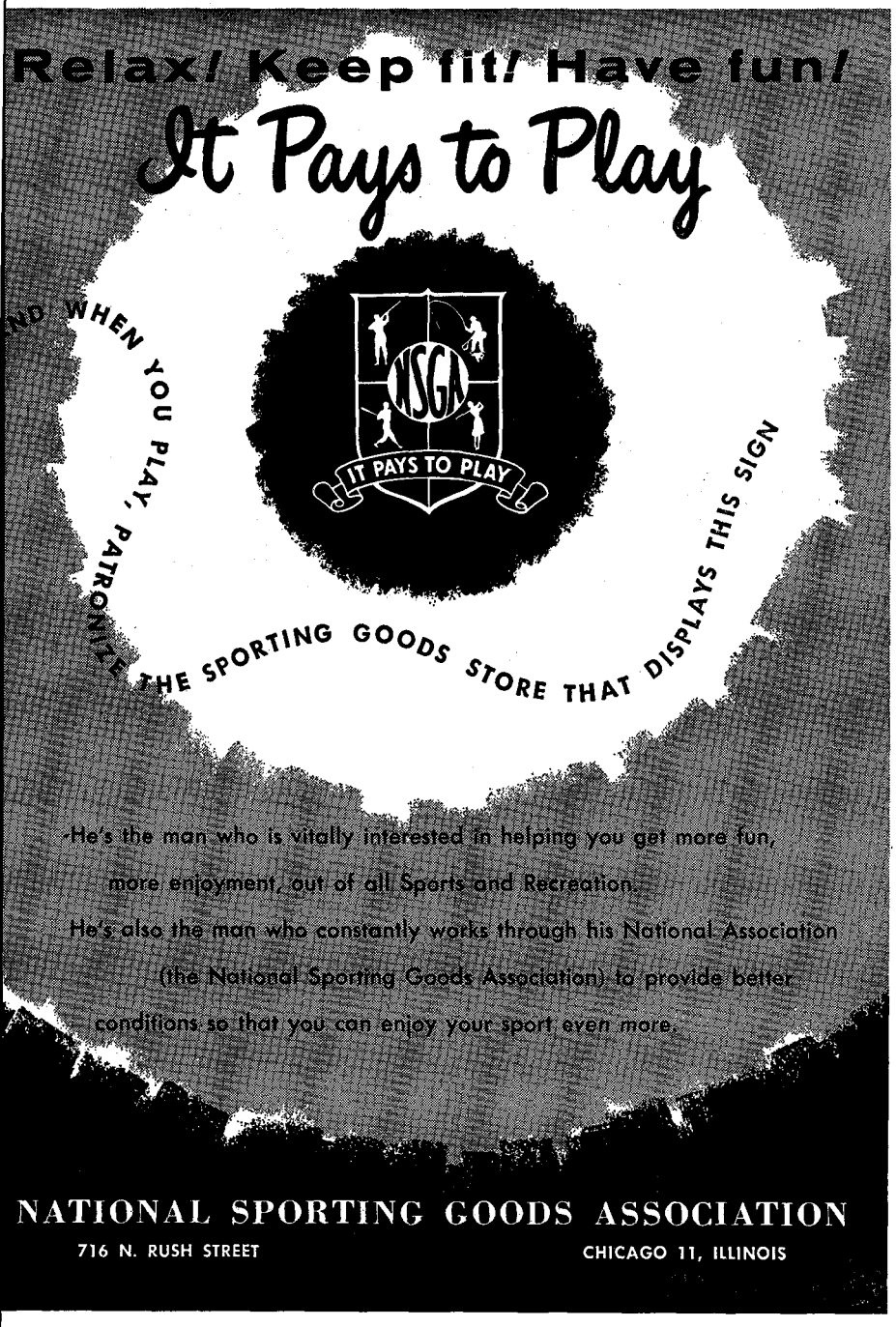
When to Retire?

To the raging debate on the values of voluntary or compulsory retirement, add the following news items:

• All principal speakers at the 12th annual Conference on Aging, conducted by the U. of Michigan, endorsed voluntary retirement plans.

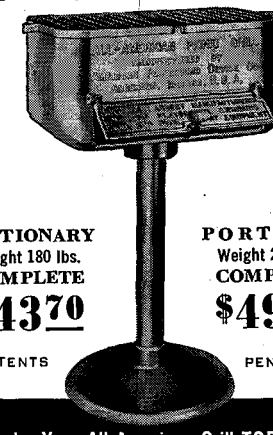
• To 500 members of the Oil, Chemical and Atomic Workers responding to a recent union survey, by far the most popular method of combating unemployment was compulsory retirement of older men to make room for younger workers.

• In a new liberalized plan, IBM will let employees with 15 years continuous service retire at age 55 with a reduced pension. Previously, earliest retirement was at 60 with 20 years service. Full pension retirement age is still 65.



NEW ALL-AMERICAN
PICNIC GRILL

It's *tops* in grills! Positive six-way draft control provides faster, easier fire kindling, saves fuel, guarantees tenderer, juicier charcoaled steaks, chops and barbecues. American's many plus-features assure perfect *lifetime* performance. Shipped fully assembled.



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RATES: regular type, 15 cents each word
bold face type, 25 cents each word
copy must be received by the 5th of the month before date of issue in which ad is desired

ATHLETIC APPAREL

Team and Industrial Patches Made to Order. Send rough sketch, quantity, size and colors for prices. T-Shirts—Sweat Shirts—Jackets, etc. Request complete catalog on company stationery.
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"Where the people of the nation find
THE BEST FOR RECREATION"
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POSITIONS WANTED

Seeks position in personnel or ind. rec. 2 yrs. experience as pers. mgr. includes setting up complete ind. rec. program. Coached high school, service and pro football for 8 yrs.
CP18—RECREATION MANAGEMENT

Completing mil. service in Dec. B.A. degree in rec. and phy. ed. Coached high school basketball, active in dramatics, Little League and as camp counselor. Age 24, married.
CP19—RECREATION MANAGEMENT

WILLIAM T. PRICHARD

NIRA mourns the death of Bill Prichard, founder and past president, head of General Motors recreation activities

William T. Prichard, coordinator of all employee activities for General Motors Corporation and its divisions, died August 6, in Detroit, at age 59.

A prominent leader in industrial recreation, Prichard held down one of the top jobs in his profession and was an instrumental figure in the activities of the Industrial Recreation Association of Detroit.

He was one of the original founders of the National Industrial Recreation Association, his membership dating back to 1941, when the Association was incorporated as the Recreation Association for American Industry.

In the years since, he was one of its most active and loyal supporters. Prior to his election as NIRA President in 1952, Prichard had established an enviable record—two terms as a vice president, one as a director. After serving on the NIRA board of directors as the Immediate Past President, he was again elected as a director in 1954. The following year, he was named to his third term as vice president.

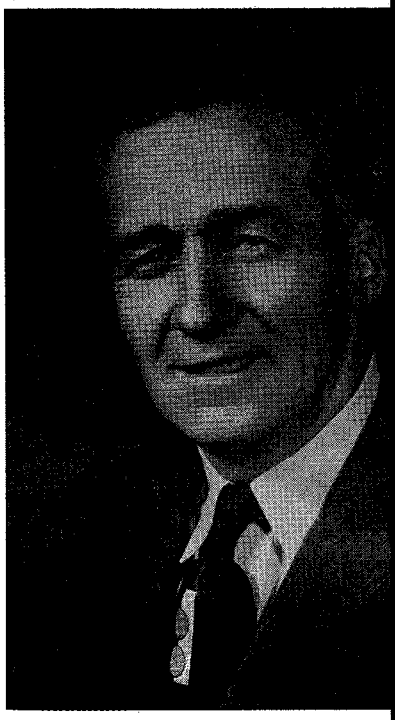
This proved to be his last elected office, but Prichard remained, as before, an important and ever-willing leader in Association affairs.

He presented the bid to bring NIRA's 19th annual Conference and Exhibit to Detroit in 1960, and was co-chairman of the conference committee. Only last year, he served NIRA as Michigan State chairman and was president of the Industrial Recreation Association of Detroit.

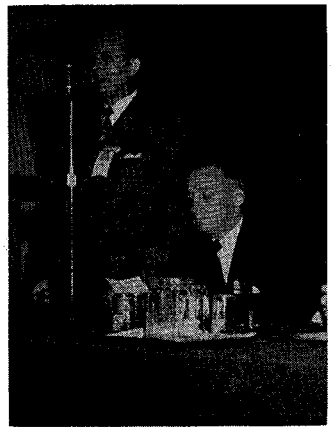
During this time, Prichard unceasingly championed the cause of recreation in industry. He never failed to support "the little guy who may look lousy in a fast break or silly in a squeeze play, but who will be building good employee relations."

Prichard knew his field as an expert, from liming baseball diamonds to making policy decisions. His trade mark was the GM Service Pack, a thick collection of program ideas and aids mailed quarterly to recreation supervisors at GM divisions and branch plants across the nation.

Born in Connellsville, Pa., he attended Bethany College, Bethany, W. Va. He joined the General Motors personnel staff in 1945 as assistant recreation director. He is survived by his wife and four sons.



Bill Prichard could be counted on at all NIRA functions. Below he looks over his notes before speaking at the 1951 NIRA Conference in Chicago.



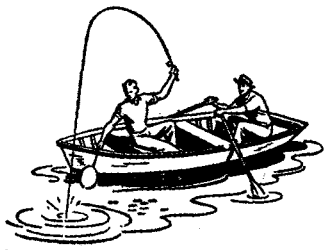


New NIRA vice presidents elected at the 1955 conference in Dayton were (l-r) Prichard, Ken Klingler, Ben Kozman and John Doyle. This was Prichard's third term as vice president.



Past presidents attending the 1956 conference included (l-r, back row) A. H. Spinner, W. H. Edmund, R. M. Issacksen; (l-r, front row) Prichard, C. A. Benson, J. F. Walsh.

How to Catch
FISHERMEN



to stimulate participation in your company program

ENTER
2nd annual NIRA FISH-A-RAMA

open in two divisions

(enter either one or both)

● Postal Contest

As an added attraction to your company fishing program, enter the best catches made during the year by your employees. National Fishing Champions of Industry will be named in each of eight species: Trout, Bass, Muskie, Northern Pike, Salmon, Pan Fish, Walleye and salt water fish. Entry fee, $1.00 per individual. Write NIRA for official entry form. Deadline: Sept. 15.

● National Finals

The best prize you can give your company fishing champion—send him to the National Finals of the NIRA Fish-A-Rama held on Kentucky Lake near Paris, Tenn., Oct. 9-10. Here, your representative will vie for national honors against employees from companies throughout the U. S. and Canada. Entry fee of $25.00 includes boat, motor, experienced guide, Tennessee license, welcome fish fry and entertainment and the awards banquet. Special room rates have been arranged in the beautiful Paris Landing State Park Inn. Fisherman with highest total points based on weight and length of fish caught plus casting contest wins. Entry deadline: Sept. 15.

Eligibility: Any employee of a NIRA member company is eligible to enter either the Postal Contest or the National Finals.

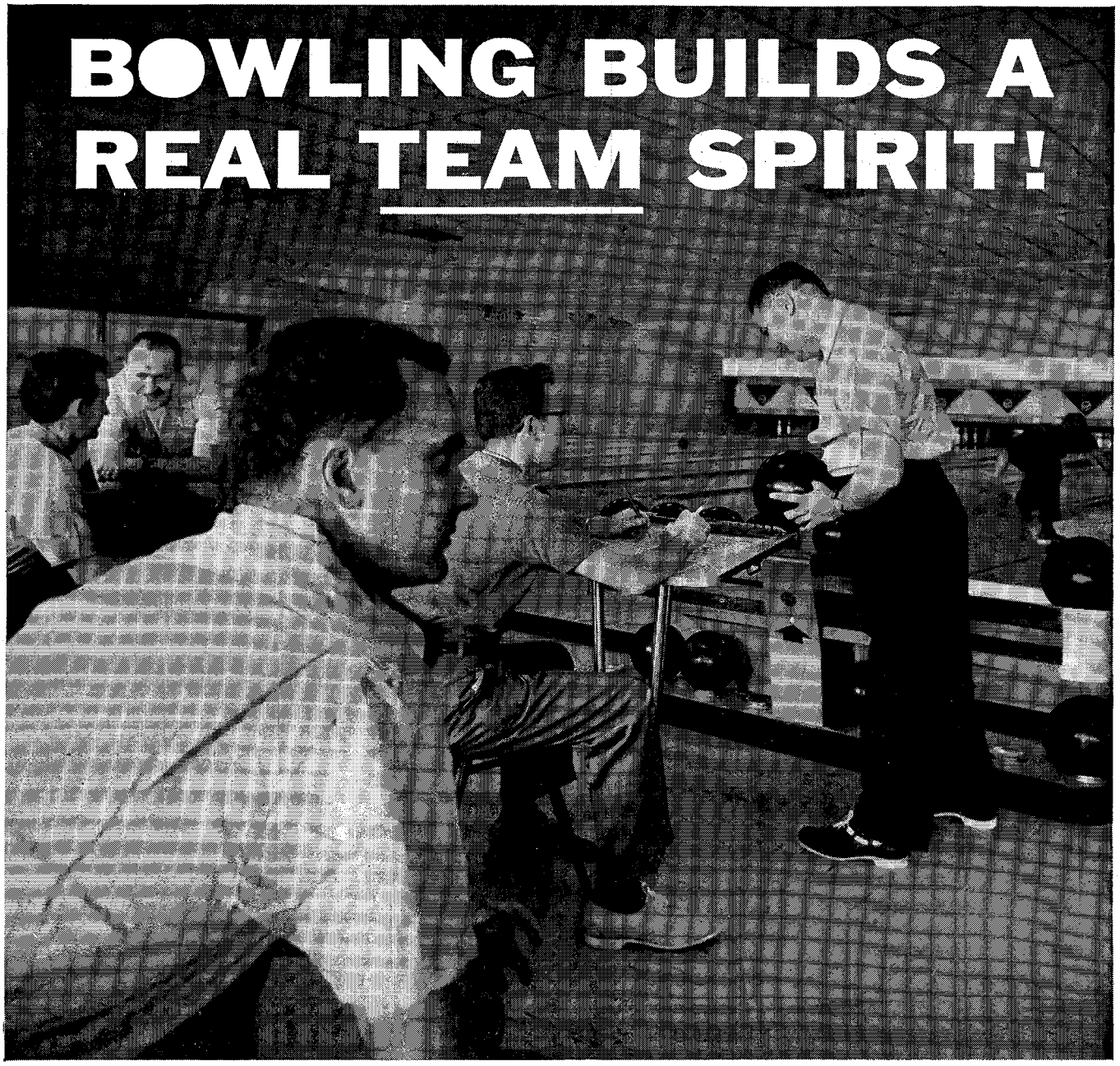
Entries: Official Fish-A-Rama entry forms may be obtained from the National Industrial Recreation Association. Completed entries for either contest must be returned to NIRA, postmarked no later than Sept. 15.

Awards: Postal contest winners in each of the eight species will be awarded National Championship Trophies. All entrants will be eligible to win a jackpot of outstanding fishing and boating merchandise prizes. Winner of the National Finals will be awarded the handsome Grand National Championship Trophy. Additional trophies will be presented to runners-up and all finalists will receive merchandise prizes.

Benefits to YOU: The NIRA Fish-A-Rama is conducted to help you stimulate participation in your company program, whether it's a one day outing or a season-long contest. Publicize your program by announcing that the best catches in each specie will be entered in the NIRA Fish-A-Rama Postal Contest. National winners will receive handsome trophies and outstanding prizes. Then give your champion fishermen the best award possible. Send them to the NIRA Fish-A-Rama National Finals on Kentucky Lake near Paris, Tenn. Here, they will fish in a resort atmosphere with a top guide on a nationally acclaimed fisherman's paradise. Entry fees are nominal, $1.00 per individual in the postal contest, $25.00 for the National Finals. Write NIRA for entry forms.

NIRA **203 N. Wabash Ave., Chicago 1, Illinois**

BOWLING BUILDS A REAL TEAM SPIRIT!



...and AMF means bowling at its best!

Nothing builds employee morale like a friendly team spirit—and nothing builds a team spirit like bowling—the sport that can be enjoyed by everyone. Bowling helps new employees get acquainted, helps all workers build lasting friendships. And bowling's healthful exercise—keeps workers looking trim, feeling fit—makes them happier in their jobs. And, it's fun for the whole family.... Men, women, and youngsters enjoy bowling right from the start.

At AMF-equipped bowling centers, you'll find the best equipment, the most helpful advice—everything you need to carry out a successful employee bowling program—everything to provide bowling at its best! If you haven't already made bowling a part of your recreation program, contact your nearest AMF proprietor. He'll be glad to help.

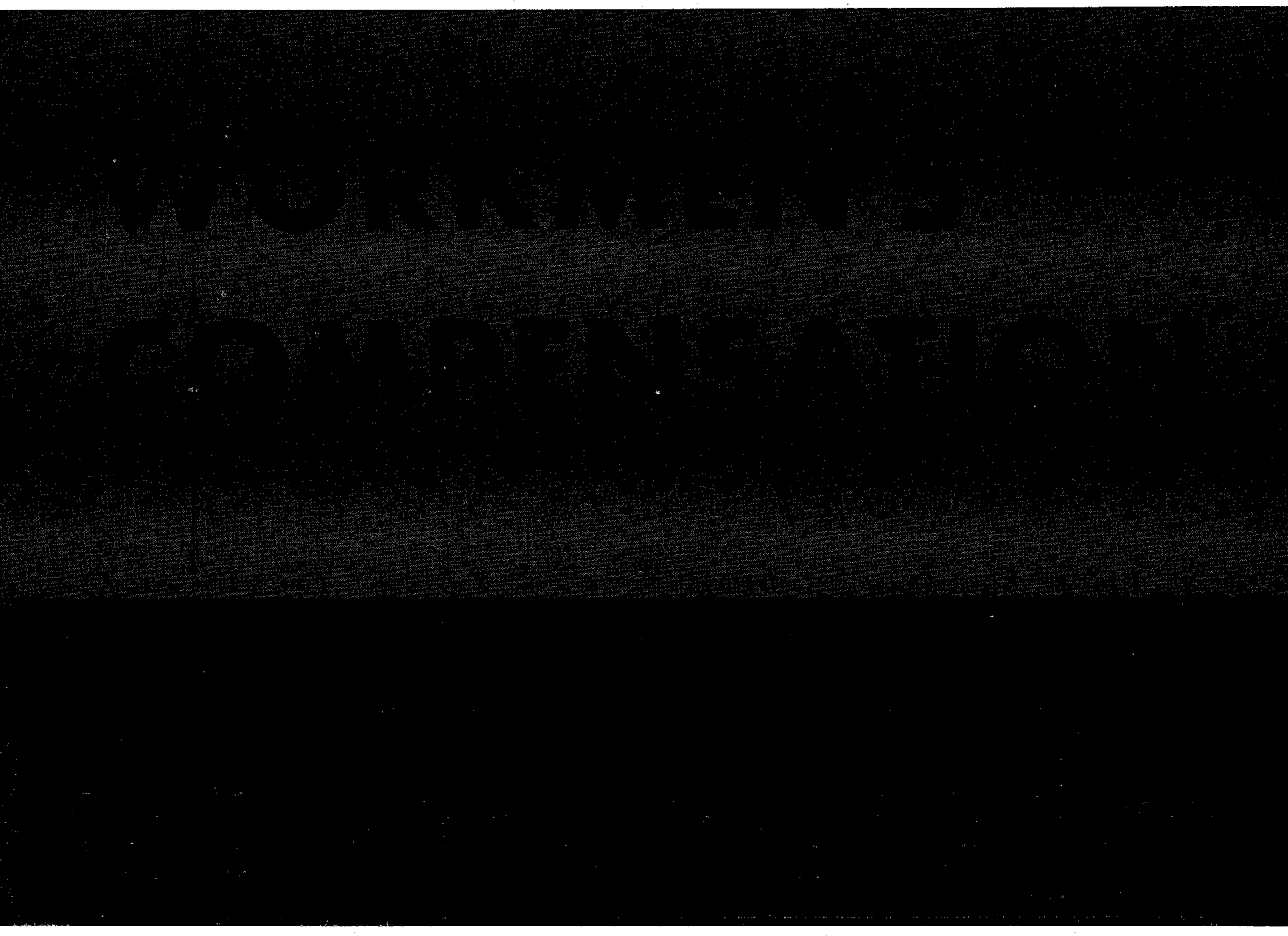
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RECREATION MANAGEMENT

OCTOBER 1959

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY

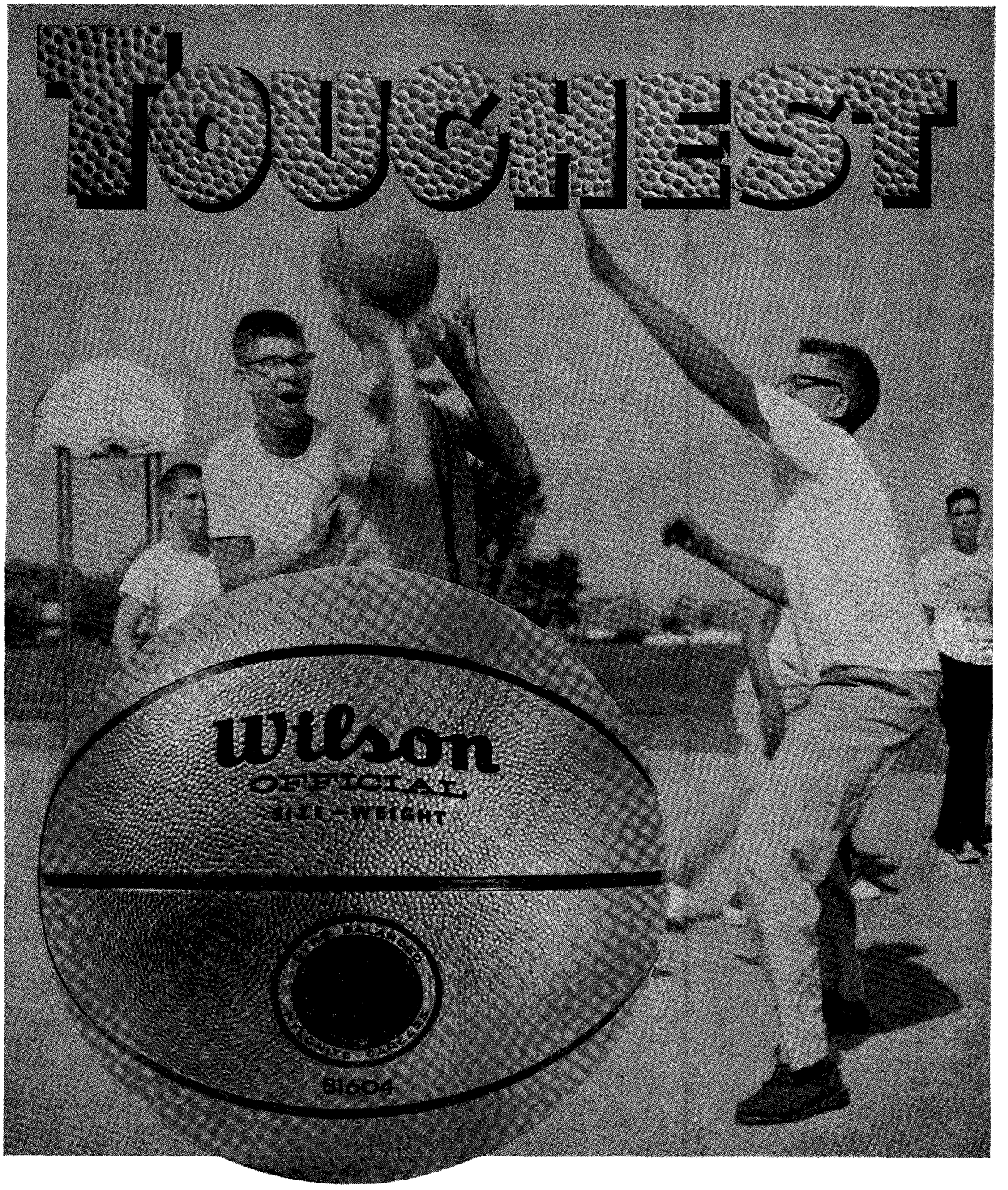


Kids' Basketball . . . . . page 8

Serve Handicrafts at Lunch Time . . . . . page 10

Who's What in Bowling? . . . . . page 13

25 Years with the Athletic Institute . . . . . page 16



Outlasts Rubber 2 to 1

For indoor or outdoor play—a Wilson TN ball is by any standard, the finest basketball you can buy. Players go for it...like the precise and easy way it handles. Durability? Nothing can match it...underneath that long-lasting TN cover is a carcass which never loses its shape. Get the Wilson TN ball, the toughest, playingest ball ever built.

Win With Wilson

WILSON SPORTING GOODS CO., CHICAGO
(A subsidiary of Wilson & Co., Inc.)

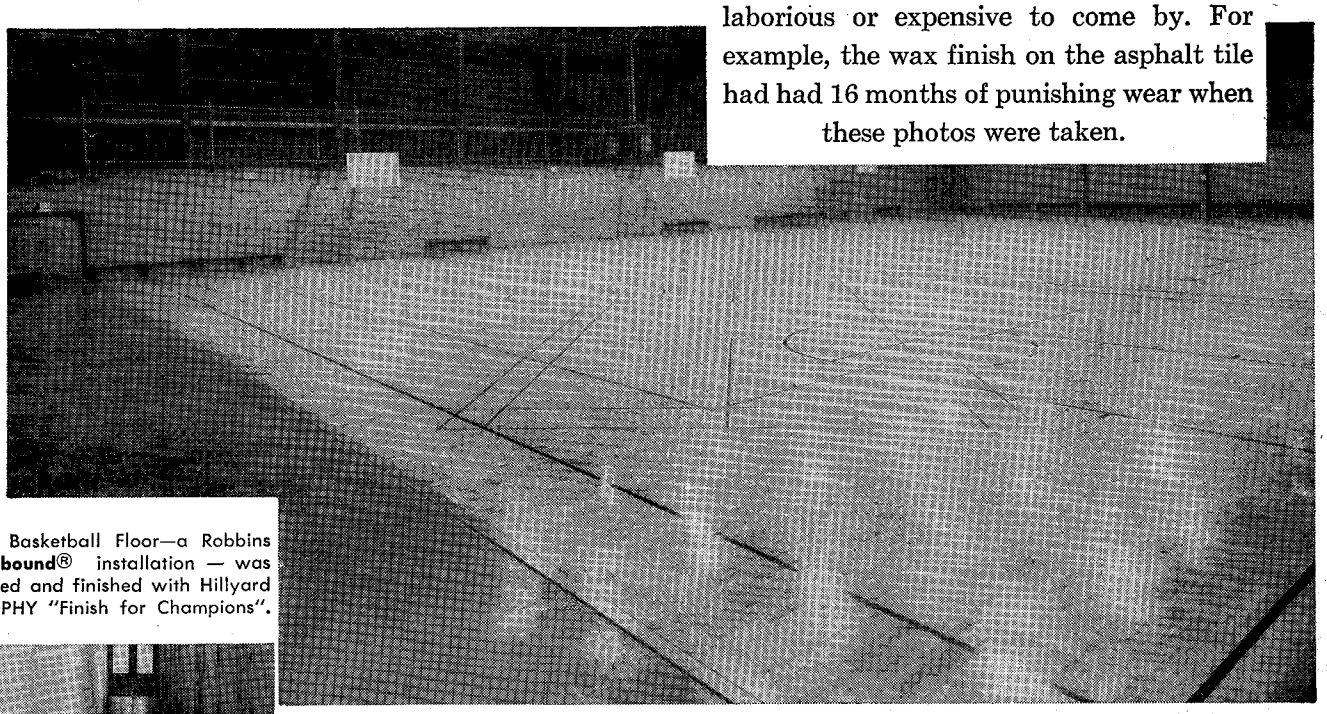
At Tulane University

"they all say it's the cleanest gym they've seen!"

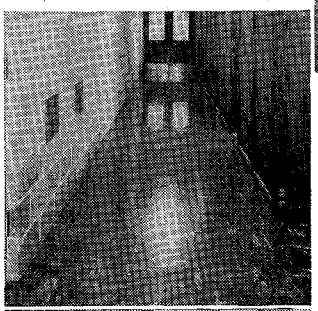
According to Ben Abadie, Director of Intramural Sports, visitors to Tulane University's Favrot Intramural Field House always praise the beautiful appearance of the floors.

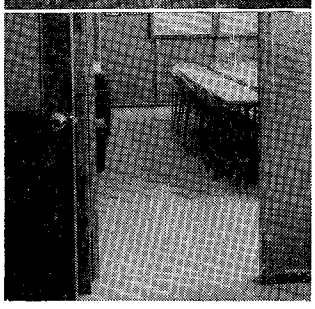
It's a perfect environment for instilling the well-being, confidence, and personal neatness that are permanent benefits of physical education.

Contrary to visitors' beliefs, however, the superb condition of these floors was not laborious or expensive to come by. For example, the wax finish on the asphalt tile had had 16 months of punishing wear when these photos were taken.



The Basketball Floor—a Robbins **Ironbound**® installation — was sealed and finished with Hillyard TROPHY "Finish for Champions".





Asphalt Tile in Corridors and Offices was finished with Hillyard Prime No. 1 Carnauba SUPER HIL-BRITE wax.



Concrete surrounding the playing floor, and in the Weight Lifting Room, was sealed with Hillyard SUPER ONEX-SEAL.

All floors are swept daily using Hillyard SUPER HIL-TONE dust ad-sorptive mop dressing, and mopped or scrubbed using Hillyard SUPER SHINE-ALL, the safe, effective Neutral Chemical Cleaner.

ALL FLOORS in the Favrot Field House are HILLYARD treated and maintained!



FLOOR HILLYARD TREATMENTS

Ask the Hillyard "Maintaineer" to help you map out a year-round maintenance program covering all your floors.

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☐ Please send me Free literature on the proper care of Gym floors.

☐ Please have the Hillyard Maintaineer call to help me plan most effective and economical floor care.

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School.....

Address.....

City.....State.....

TOP MANAGEMENT SPEAKS:

WELL BALANCED EMPLOYEE RECREATION OFFERS MANY BENEFITS OVER AND ABOVE PHYSICAL AND MENTAL HEALTH

A balanced recreation program offers many benefits over and above its admitted contributions to physical and mental health. Let me cite just one example.

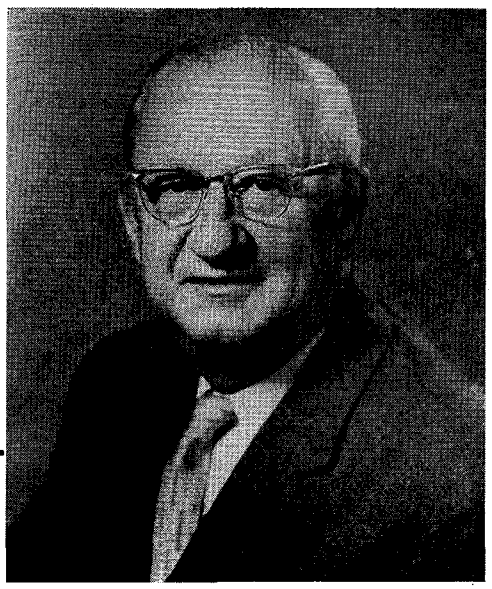
We cannot buy loyalty, but we can encourage its development. Over the years, I have noticed that employees who participate in the activities of our 3M Club tend to remain with the Company. The personal friendship formed with fellow employees at the golf course, the bowling alley, in the club room, or in adult education courses, almost automatically results in a feeling of belonging. This is true particularly when the employee's family has a full share in the program.

With this sense of belonging, the employee inevitably brings something extra to the job. That is important both to him and the Company, because at 3M we have a strong policy of promoting from within.

It is more than coincident that without exception the officers and general managers of our Company are members of the 3M Club and, like myself, have personally enjoyed the benefits of direct participation.

Further evidence, if any is needed, of our faith in the value of a family recreation program is our recent purchase of a 310 acre tract of land conveniently located between our St. Paul and Hastings plants. This area is being developed to accommodate the full range of 3M Club-sponsored activities. And, as always, the emphasis will be on family participation.

H. P. Buetow
President
Minnesota Mining & Mfg. Co.



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Publisher ..... DON L. NEER
Editor ..... HOYT A. MATHEWS
Associate Editor ..... PAULINE LIPSKY
Circulation Manager ..... DOROTHY B. MORRISON

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IN NOVEMBER R/M

AUTOMATIC VENDING

Recent survey results by the U. S. Department of Agriculture show trends, practices and problems of automatic feeding by business and industry—an important article on this important source of revenue for industrial recreation programs.

TRAVEL PROGRAM STEP-BY-STEP

Stromberg-Carlson's first employee group trip is recapped from the first organizational meetings to the flight home from Europe.

TRAP OR SKEET?

What's the difference between these two popular shooting games, and how do they fit into industrial programs?

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New opinion on workmen's compensation coverage published by the Indiana State Bar formulates standards to determine:

WHEN ARE RECREATION INJURIES COMPENSABLE?

1. *Recreation as a part of employment*
2. *Employer-sponsored athletic teams*
3. *Other employer-sponsored activities*
4. *Non employer-sponsored activities established by custom*

EDITOR'S NOTE: The following article has been condensed from "Recreational Injuries and Workmen's Compensation: Infusion of Common-Law, Agency-Tort Concepts" which appeared in the INDIANA LAW JOURNAL, Winter 1959, pp. 310-338. Published by the Indiana State Bar Association, it is an opinion expressed by that group and as such should not be construed as the only judicial concept of workmen's compensation legislation, It is, however, based on recent, precedent-setting court decisions and one of the most thorough studies of workmen's compensation as applied to recreation injuries. The article's recommendations for determining payment of workmen's compensation for recreation injuries will not be cheered by industrial recreation directors. Nevertheless, the courts' recognition of recreation as an essential function of business management represents an important milestone in the industrial recreation movement.

In New Jersey, workmen's compensation was denied to an employee injured in a three-legged race at the company picnic.

In Illinois, compensation was granted to an employee injured while playing softball in an intra-company league.

In Utah, compensation was denied to an employee injured in an automobile accident while on a trip to play for the company-sponsored varsity baseball team.

From state to state, court to court, decisions under the various state workmen's compensation acts are in open contradiction. **As a result, it is almost impossible for a recreation director to predict his company's liability for recreation accidents.**

This is undesirable. But it is also illogical since the basic coverage formula authorizing compensation is substantially the same in all states.

The confusion is largely due to the tendency by some courts to mix into workmen's compensation cases a common law concept concerning civil wrongs (torts) committed by employees. The common-law, torts concept holds that an employer is liable for injuries to persons or property caused by the civil wrongs of an employee acting within the scope of employment. Here, compensation depends on the employee's actual fault—whether of negligence, willful or wanton misconduct or intentional wrong.

There is a fundamental difference in liability for torts and for workmen's compensation. Workmen's compensation is a statutory device providing payment and medical care to the victims of work-connected injuries. Losses are paid without regard to the presence or absence of fault on the part of either the employee or the employer.

Nevertheless, in the area of workmen's compensation which involves recreation injuries, the courts have been reluctant to drop the familiar common-law concepts. In order for compensation to be granted for recreational injuries, the courts have required the presence of employer control, employer benefit or employer compulsion, or a showing that the recreation activity was a direct part of employment or an established custom and thus, by implication, part of employment.

To grant compensation on the basis that the employer controlled or benefitted from the activity is to hold that the injury resulted from a fault of the employer. Thus, these two tests are not valid when applied to workmen's compensation. Regarding the other common-law tests: recreation is seldom one of the duties for which an employee is hired; it is not realistic to require that recreation be a direct part of employment before compensation can be granted. Nor should it be necessary to fictionalize the recreation activity as part of employment.

The Supreme Court has rejected the theory that for a recreational injury to be compensable it must have arisen directly out of the nature of the work while the employee was performing a duty for which he had been expressly or impliedly employed. A broader conception is adopted. The Court recognizes as risks of employment the conditions, obligations and incidents of the work as usually conducted. The Court also clearly strikes down benefit to the employer as a requirement for granting compensation.

In formulating standards to determine when recreational injuries should be included within work-

men's compensation coverage, it is helpful to divide recreation activities into four categories:

1. recreation a part of the employment,
2. employer-sponsored athletic teams,
3. other employer-sponsored activities—primarily picnics and social events, and
4. non employer-sponsored activities established by custom.

The basic inquiry in all recreation cases, however, will be the same: Is there sufficient connection between the recreation activity and the employment for the activity to be regarded as an incident of employment?

Where the recreation engaged in is a direct part of the employment, either as a duty or as a form of consideration paid by the employer, injuries sustained should be compensable. This category includes salesmen entertaining customers and low-paid summer resort employees. It usually does not apply to cases arising out of company-wide employee recreation programs.

Injuries sustained by employees while participating on company-sponsored athletic teams or while attending picnics or other social functions should be compensable when there is some financial assistance by the employer, or when employer encouragement borders on compulsion.

Direct financial support in supplying equipment and uniforms, paying entrance and playing fees and transportation costs, awarding player bonuses or furnishing end-of-season banquets and prizes is obvious.

Indirect contributions appear when the company employs a paid recreation director, allows time off with pay for practices and games, rearranges employee schedules to fit in with athletic events, sanctions conferences of team captains on company time, permits the use of company premises or facilities for recreation or the storage of euipment or publicizes the activities in the company newspaper.

Employers do not attempt to make gratuitous contributions for noncorporate purposes. Thus, direct or indirect expenditures of company funds for recreation activities raises a strong presumption that such activities have been annexed by the company as a business incident of employment. This factor has been recognized by courts in recent cases.

Employer compulsion is another factor to be evaluated in determining whether company-sponsored recreation has become an incident of employment. The courts should adopt a liberalized attitude toward compulsion, recognizing the subordinate position of the employee and the social pressures inducing his participation in company recreation programs. An employer who has contributed time, money and effort to the establishment of a recreation program obviously expects some employee participation.

Although direct employer compulsion to participate is absent, the failure of an employee to take an active interest in some of the activities may reflect adversely on the individual's reputation as a "company man." Recognition of this fact may act as a distinct inducement to the employee to participate.

Non employer-sponsored activities which have become an incident of employment through well-established custom are, for the most part, currently compensable and should continue to be so. Compensation has been awarded on this basis to a spectator at a lunch-hour basketball game, a female employee riding a hand truck, a bus driver for a private tourist company accompanying his passengers on a fishing excursion, an employee attending a company Christmas party and an employee participating in a lunch-hour volleyball, handball or table tennis match.

Spontaneous or casual recreation is not included within this test; the activity must be shown to have acheived standing as a custom. Thus, compensation has been denied for injuries to a police chief temporarily playing softball at the police barracks while waiting for a state trooper, a baker playing an impromptu game of tag with two female customers and an employee who decided to swim a stream instead of using his employer's boat.

In denying claims, some courts have argued that granting compensation would tend to destroy company recreation programs. This fear has proved to be groundless as evidenced by the increasing emphasis placed on industrial recreation by management.

Altruistic motives aside, industry recognizes that important values are to be derived from company recreation programs. Otherwise, it would be difficult to explain an annual expenditure of more than $1 billion by management. Attraction of better workers, reduction of employee turnover and absenteeism, increased worker efficiency and morale, accident reduction, company name advertising and promotion of community good will represent some of the more tangible business benefits of an effective employee recreation program.

In one type of situation, independent recreation is recognized by the courts as an incident of employment. Where employment is located in a remote area (usually a foreign country) without adequate recreation facilities provided by the employer, independent recreation activities engaged in by an employee are considered an incident of employment. Compensation was granted when an engineer assigned by a New York firm to Israel was shot and killed by Arabs while on a sightseeing trip to Jerusalem; when an airline hostess was cycling through Lisbon, Portugal, during an enforced layover of her aircraft; and when a construction worker at an isolated Alaskan military base was injured while returning from a recreation trip to a town 40 miles away.

If an employer provides recreation facilities for his remote area employees, then independent recreational jaunts are held not to be incidental to employment.

The remote area employment cases show clear recognition by the courts that a certain amount of recreation is not only desirable but necessary for the proper discharge of employment services. When an employer has chosen to add recreation activities either by affirmative action through financial assistance or active encouragement, or by acquiesing in their continued practice, resulting injuries should be compensable under workmen's compensation acts.

Furthermore, the rapid and continuing growth of company recreation programs forcefully demonstrates that industry itself recognizes recreation activities as an important facet of business and an incident of employment.

KIDS' BASKETBALL

It's the big man's game scaled down for pint-sized players. This checklist of the two national kids' basketball leagues points out the differences in rules, dimensions and equipment

BIDDY BASKETBALL

Headquarters:
601 Brooks Bldg.
Scranton, Pa.
Jay Archer, Commissioner

Biddy Boys

ELIGIBILITY
Age: 12 years and under
Maximum Height: 5 ft., 6 in.

TEAMS
Minimum of five, maximum of 10 players per team.

LEAGUES
Not less than six nor more than 11 teams per league.

EQUIPMENT
Ball: 28 in., official Biddy League Basketball.
Court: 60 x 40 ft. May vary to minimum of 40 x 30 ft.
Free Throw Lane: "Key-lock" formation — triangle shape, 16 ft. wide at end line, 5 ft. wide at free throw circle. Foul line is 12 ft. from basket.
Backboard: 4 x 3 ft.
Basket: 8½ ft. from floor, 18 in. in diameter.

PLAYING RULES
Game consists of four quarters of six minutes each. Every player in uniform must play at least six minutes of the game.

SPONSORSHIP
Leagues may be sponsored by any properly supervised and directed organization. Sponsorship forbidden to organizations whose activities may be detrimental to the welfare of American youth.

Biddy Girls

ELIGIBILITY
Age: 13 years and under
Maximum Height: 5 ft., 6 in.

TEAMS
Minimum of five, maximum of 10 players per team. All coaches must be women.

LEAGUES
Six or more teams per league.

EQUIPMENT
Same as Biddy Boys, except regulation court is 50 x 30 ft. with allowable minimum 40 x 30 ft.

PLAYING RULES
Game consists of four quarters of six minutes each. Every player in uniform must play at least six minutes of the game. Other rules same as the National Section of Women's Athletics.

SPONSORSHIP
Same as Biddy Boys.

LITTLE GUYS BASKETBALL

Headquarters:
428 Green Bay Rd.
Highwood, Ill.
D. C. Skrinar, Commissioner

Little Guys

ELIGIBILITY
Age: 12 years and under
Maximum Height: 5 ft.

TEAMS
10 players per team.

LEAGUES
Not less than six nor more than 10 teams per league. Each team should play at least once a week and a total of 12 games.

EQUIPMENT
Ball: 28 in., 19 oz.
Court: 60 x 50 ft. with minimum of 40 x 30 ft.
Free Throw Lane: 12 ft. wide. Foul line 12 ft. from basket.
Backboard: 4 x 3 ft.
Basket: 8½ ft. from floor, 18 in. in diameter.

PLAYING RULES
Game consists of four quarters of six minutes each. Every player in uniform must play at least six minutes. In league play only, a player is permanently removed from the game after he has scored his 20th point.

SPONSORSHIP
Teams should be sponsored only by those organizations or companies whose activities or products are not detrimental to youth. Specifically forbidden is any firm whose advertising reflects the sale of alcoholic beverages or tobacco.

Little Gals

ELIGIBILITY
Age: 9-12 years incl.
Maximum Height: 5 ft.

TEAMS
Same as Little Guys.

LEAGUES
Same as Little Guys.

EQUIPMENT
Same as Little Guys.

PLAYING RULES
Same as Little Guys except every girl must be taken out one full six-minute quarter of every game.

SPONSORSHIP
Same as Little Guys.

You can measure the difference!

CONVERSE 'Chuck' Taylor ALL STAR

OXFORD OR HIGH CUT

BASKETBALL SHOES

Game-proved All Stars, specified by more coaches, worn by more players **hug the floor like no other shoes ever made!** They make a measurable difference because —

Break-away Speed

Pinpoint Pivots

Hairline Stops

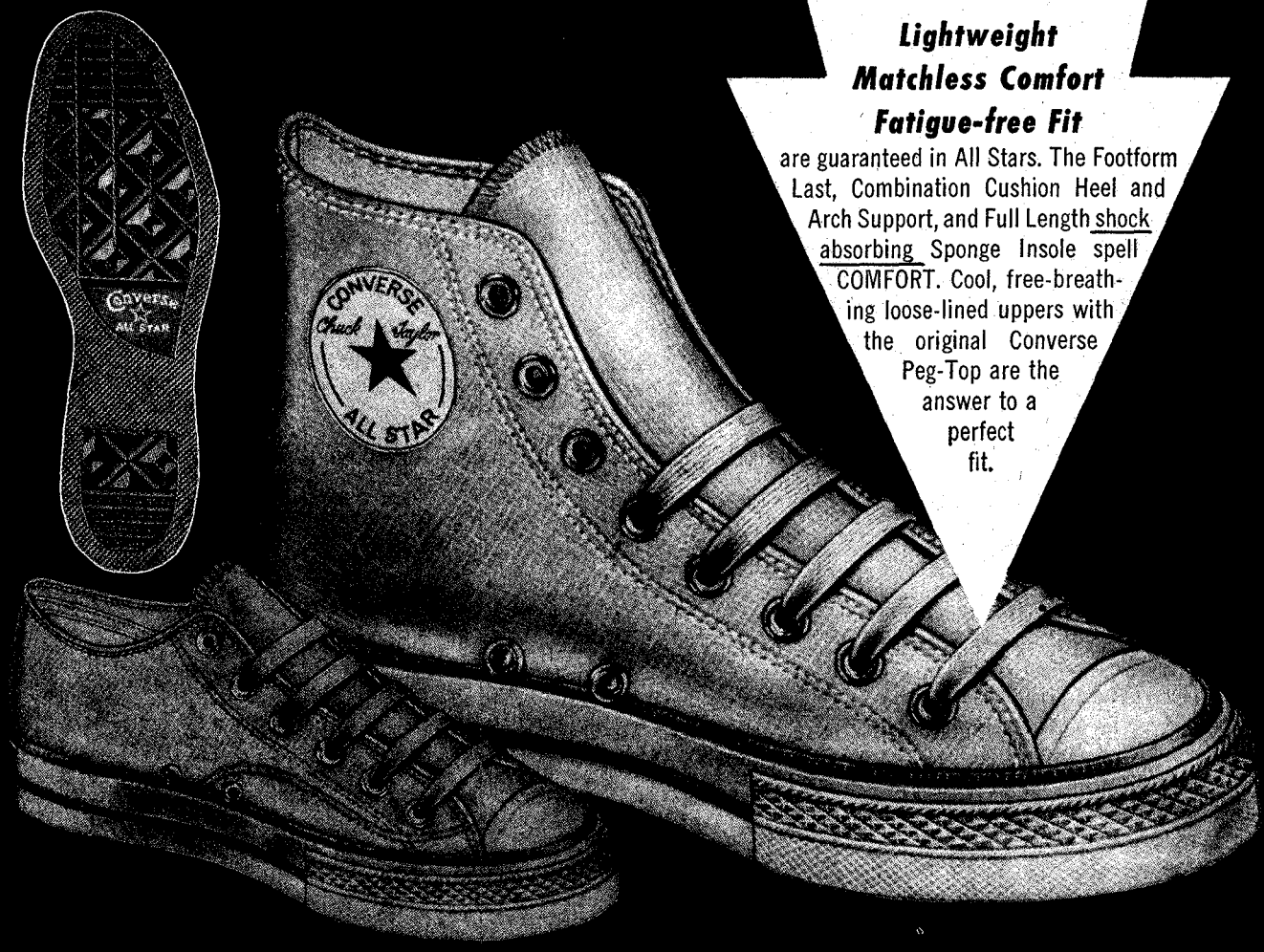
are assured by the exclusive traction-action, resilient molded sole, perfected over 45 years of play.

Lightweight

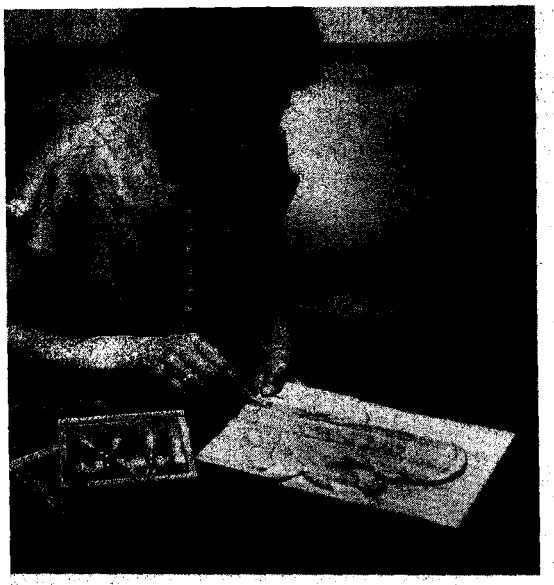
Matchless Comfort

Fatigue-free Fit

are guaranteed in All Stars. The Footform Last, Combination Cushion Heel and Arch Support, and Full Length shock absorbing Sponge Insole spell COMFORT. Cool, free-breathing loose-lined uppers with the original Converse Peg-Top are the answer to a perfect fit.



CONVERSE RUBBER COMPANY MALDEN 48, MASSACHUSETTS



Wood Carving

by MARTHA DANIELL, director
Nationwide Insurance Activities Assn.

Serve Handicrafts at

Nationwide's noon-hour hobby programs attract old, young and middle-aged employees with a combination of appeals that fill a big gap in most industry activities

A noon-hour handicrafts program has taken shape at Nationwide Insurance, not only as a means of occupying free time after lunch, but as a period for further instruction on evening projects.

Handicrafts, we know, have not been widely utilized in employee activities programs. But in planning this activity we had in mind the older employee who is busy at home in the evening and looks instead for some form of creative recreation during the noon-hour. We had in mind, too, the young employee who is new in the city and whose evenings are unoccupied.

For the middle aged employee who is normally not interested in the more active and time-consuming activities which attract the younger people, handicrafts can be not only an acceptable form of recreation, but can satisfy the need to create. Certainly this type of employee, even though he or she presents all the stable characteristics of maturity, is as much in need of opportunities to express creative urges as is the younger and less mature employee.

It is generally recognized that if such needs are not given an opportunity for expression, they can lead to serious frustrations and personnel problems. Activities of this kind add to your program of "safety valves" for blowing off steam. While providing pleasurable recreation and an important contribution to the preservation of employees' physical and mental well-being, you're helping to reduce factors which cause difficulties on the job.

Handicrafts, or the "popular arts," should be carried on at the highest level of expertness that employees can achieve—with the belief that if it is worth doing at all, it is worth doing well. It is only then that the fledgling artisans will know real creative satisfaction. In planning an employee handicraft project, the long-range benefits of the activity should be taken into consideration in order to give it the greatest potential value.

First, we have found that a long lunch hour isn't necessary to develop ability and interest in handicrafts, and that only 15 or 20 minutes each day can produce amazing results. One way to stimulate interest is to arrange for a display of handicraft work in your lounge, cafeteria, or conference area during the noon hour.

The best possible source for display materials would, of course, be one or more employees who are already working on various forms of handicrafts. Failing that, the handicraft instructor at your local "Y" evening school would probably jump at the opportunity to display his students' work. The display, of course, should be publicized in order to attract as much attention as possible.

Another helpful device is to equip the display with questionnaries which employees can fill out and return to you. However, if only a few questionnaires are returned, it does not mean lack of interest—as you'll discover when you actually start your noon-hour group.

If you're not a hobbyist and if there are no employees in your organization who can qualify, the best arrangement is to obtain an instructor on an hourly basis. Instruction should be made available every working day. Once initial instruction has been given,



Winners of Hobbies Display—All Entries

ch-time

however, the various projects should be kept on a "do-it-yourself" basis with an experienced hobbyist to provide encouragement and help, only when needed.

Our experience indicates that most people need to be urged and encouraged to participate, but that *anyone* can do many of the various handicrafts if he tries.

Cost is another important consideration; participants can be discouraged when individual cost runs high. The ideal approach is to purchase the minimum equipment and add to it as demand indicates. A good starter set of leathercraft tools, for example, is the Tandy Leather company's Lucky Seven Kit, which includes an instruction and pattern book. This kit, however, should be supplemented with additional hammers, scrap marble slabs, billfold backs, lining, lacing needles, and fillers.

Tandy also backs up its leathercraft products with free demonstrations and instructional films which can be arranged for through any of their various outlets.

Leathercraft is especially popular because a great deal can be accomplished with very little instruction. Novices usually start with relatively simple projects such as a keycase or billfold. The moment of completion is a big one for the employees—they discover that they've made something attractive and of good quality for much less than it would have cost to buy.

Copper enameling is a comparatively new handicraft in the "do-it-yourself" range of hobbies, and it should be included in any Noon-Hour handicraft program because many such projects can be completed within one lunch period. Other more decorative copper work can be made in two or three lunch periods.

Woodenware is another fairly recent addition to the growing list of handicraft hobbies. Beginners usually like to decorate small wooden boxes with unusual buttons or foreign coins. These are glued to the outside of the box which is then painted with a clear varnish. Inside, a felt lining produces the best results—the type with self-adhesive backing is very easy to apply.

Among the many interesting box creations we have seen, an artistic looking fisherman's lure was used to serve as the lid handle on one, and a pair of attractive cuff studs on another. For the artist, there are many designs that can be drawn and painted on the boxes.

The decoration of various sized wooden plates for colorful wall plaques, or cake or cookie Toleware trays is another side of woodenware handicrafts that's catching on. They can be painted with the greatest of ease with Deco-Write paints (which can also be used on cloth, metal, china, or glass). First, the design is traced or sketched on the trap. This paint comes in a tube equipped with a ballpoint applicator which makes painting any design of your choice as easy as writing your own name. If anyone is at a loss for his own design, books of them are available in libraries or bookstores.

Pottery plates, platters and cups purchased in bulk for economy or as seconds from the dime stores also make good painting items. Their surfaces easily take tracings and the Deco-Write paints. And they can be used as cookie, candy, and cake dishes as well as wall plaques.

Finally, we've found that some kind of annual handicraft competition on a company basis provides even a keener interest in the projects. This can be done as a Noon-Hour Hobbies Show using non-company judges and ribbon awards.

Perhaps the best time for your annual show would be a month or so before Christmas, since much of the work is done with Christmas gifts in mind, and there will be more works of art available for display and competition than at any other time. Everyone enjoys the spirit of competition and the satisfaction of having their work judged better than a competitor's.

If we believe recreation can play an effective part in maintaining the morale of employees, then we must have a range of activities that will appeal to all employees. Handicrafts, we believe, fill an important gap in most programs that we shouldn't overlook.



nners' Painting Class Winners



Display and Demonstration by Marilyn Greenlaw (r), Supervisor

LEADING THE WAY TO MORE SPORTS AND RECREATION IN AMERICA

THE ATHLETIC INSTITUTE

The Athletic Institute is devoted to the advancement of athletics, physical education and recreation.

Below are the organizations, which, through their financial support, make possible the non-profit programs of the Athletic Institute.

Ace Carton Company
Adirondack Bats, Inc.
Albany Felt Company
American Box Board Co.
American Gut String Mfg. Co.
American Playground Device Co.
American Thread Company
American Trampoline Co.
Ashaway Products, Inc.
Associated Product Publications
The Athletic Journal
Atlas Athletic Equipment Co.

Bancroft Sporting Goods Co.
The Bike Web Company
Boy's Life
Brooks Shoe Mfg. Co.
Tom Broderick Co.
Brunswick-Balke-Collender Co.

Calnap Tanning Company
Caron Spinning Company
Carron Net Company
Central States Thread Company
Chicago Tanning Company
Charles F. Clark, Inc.
Coach and Athlete
Samuel Coane
Converse Rubber Company
Cook Specialty Company
Cortland Racket Company
Cosom Industries, Inc.
The Cramer Chemical Company

John B. Davidson Woolen Mills
Dayton Racquet Company
J. deBeer & Son
Denkert, Inc.
Dixie Mercerizing Company
Dodge, Inc.
J. A. Dubow Mfg. Company
Dunlop Tire & Rubber Corp.

Empire Specialty Footwear Co.
Employee Recreation Magazine
Essex Rubber Co.

F. C. Feise Co.
Felco Athletic Wear Company
The Fish Net and Twine Company
S. B. Foot Tanning Company
Franklin Manufacturing Co., Inc.

The General Athletic Products Co.
General Sportcraft Co. Ltd.
The Harry Gill Company
Golfdom
J. H. Grady Mfg. Company
Rubatex Div. Great American Industries, Inc.
Gunnison Bros. Inc.

Haartz-Mason, Inc.
Hanna Manufacturing Company
Harvard Specialty Mfg. Co.
H. Harwood & Sons
High Score International
Hillerich & Bradsby Company
Hoffmann-Stafford Tanning Co.
Hofran, Inc.
Alan Howard, Inc.
Hutchinson Bros. Leather Co.
Hyde Athletic Shoe Company

Illinois Mechanical Leather Co.
The Ivory System

J. B. Athletic Shoe Company
The Johnstown Knitting Mill Co.
Jones and Naudin, Inc.
Joyal-Van Dale, Inc.
E. P. Juneman Corporation

Arthur Kahn Company, Inc.

Lamkin Leather Company
The Linen Thread Company, Inc.

The MacGregor Company
Magnan Racket Corporation
Marba, Inc.
Marshall Clothing Mfg. Co.
Fred Medart Products, Inc.
The Mentor
The Meyercord Company
Modern Jacket Company

National Baseball Congress
National Bowling Council
National Sporting Goods Assn., representing all its sporting goods dealer members.
National Sports Company
National Vulcanized Fibre Co.
Nelson Knitting Company
Nocona Leather Goods Co.
Nonpareil Div. of The Gared Corp.

Oliver Bros.

Ben Pearson, Inc.
Pennsylvania Athletic Products
F. C. Phillips, Inc.
Post Manufacturing Co.
Powers Manufacturing Co.
Premier Athletic Products Corp.

Rawlings Sporting Goods Co.
George A. Reach Company, Inc.
Red Fox Mfg. Co., Div. of Cullum & Boren
Charles A. Richardson, Inc.
John T. Riddell, Inc.
Rockford Textile Mills, Inc.
A. H. Ross & Sons Company
F. Rulison & Sons, Inc.

Sand Knitting Mills Co.
Sawyer Tanning Company
Scholastic Magazines, Inc.
Scoremaster Company
Scott Port-A-Fold, Inc.
The Seamless Rubber Company
Sears Roebuck & Company
Selling Sporting Goods
Sells Aerial Tennis Company
L. H. Shingle Company
Ed W. Simon Company
William Skinner & Sons
Southern Manufacturing Co.
Southland Athletic Mfg. Co.
Div. of Russell Mfg. Co.
A. G. Spalding & Bros., Inc.
The Sporting Goods Dealer
The Sporting Goods Fair
Sporting Goods Products
The Sporting News
Sports Age
Sports Review
Stall & Dean Mfg. Co.
Stowe-Woodward, Inc.
Surpass Leather Company
H. Swoboda & Sons, Inc.

Tober Baseball Mfg. Company

United States Rubber Co.

Victor Sports, Inc.
W. J. Voit Rubber Corporation

Walton-Wagner Corp.
Western Sporting Goods Review
Wheaties Sports Federation
Wilson Sporting Goods Company
Wigwam Mills, Inc.

Yarrington Mills Corporation

Besides the above, The Athletic Institute has an associate membership comprised of a number of sporting goods dealers, geographically spread throughout the United States.

. . . with these season-long interest builders

POSITION ROUNDS

Every third or fourth week, deviate from the regular round robin and schedule position rounds with the leading team playing the second place team, 3rd vs. 4th, etc. This insures a crucial series for each team in the league at regular intervals and is certain to tighten up league standings. It also puts competition on a more equal basis and maintains a high pitch of interest.

SPLIT SEASON

By splitting the schedule in half, you may come up with two champions who meet in a company "world series" at season's end. Even if the same team wins both the first and second halves, also-rans will get a big boost when they have a chance to start all over at mid-season.

FOUR POINT SYSTEM

Here's a different, but popular method of determining league champions. Award one point to the winning team of each game, then add an extra point to the team scoring the highest pin total for the series. This system keeps everybody hustling in each game of each series.

SWISS ROUND ROBIN

Ladder-type tournament, can be held over the full season, as a special event or in conjunction with regular league play. Teams (or individuals) are listed in order by a predetermined method. No. 1 plays No. 2, 3 vs. 4, etc. Then for the second round, teams are again paired by their position on the ladder: 1 vs. 2, 3 vs. 4, etc. Purpose is to advance up the ladder to the number 1 position.

BOWL 'EM OVER!

It's a long season, so spark up bowling league interest

The average industrial bowling season runs for 33 weeks. That means each bowler rolls close to 1,000 frames a year. That's a lot of bowling for tail-end teams, and interest can wear thin long before the end of the season.

A shorter season simply means less bowling—not more enjoyment, not greater interest. The solution lies in imaginative programming. There's no rule that says league play must be scheduled every night of the season. Long, drawn-out round robins may not be the best way to schedule play. Look over these ideas, you may find a winner.

. . . with these special one-night tournaments

SCOTCH DOUBLES

Partners alternate shots regardless of the situation. Lineage rate for each team is the same as the single game rate. Regular scoring methods are used. Especially ideal as a mixed event with wives, sweethearts.

BEST BALL

Similar to golf event; can be used for individual, doubles or team play. Every player rolls his own ball, but the best score in each frame is selected and the best ball score is computed accordingly.

HEAD PIN

A one-ball event, score counts only when the head pin is hit. Depending on whether one or two shots are allowed in 10th frame, maximum score will be 100 or 120. Special head pin handicap chart is available from the ABC.

ONE GAME KNOCKOUT

Regular elimination tournament with winners decided on the basis of one game rather than a series. Tournament can be completed in one night. Winner from a field of 32 will roll nine games.

RED PIN

One red pin is placed in each automatic pinspotter. When the red pin appears in the head pin position, and is hit, the bowler is awarded a special prize or bonus points. This should occur about once in every two games.

3 - 6 - 9

Each bowler is given a strike in the third, sixth and ninth frames. He takes it from there. Similar game, "Lucky 7", spots seven strikes in various frames throughout a three game series. Tends to equalize competition.

LOW SCORE

Bowlers try to shoot the lowest score possible, but gutter balls count 10 points. Result: game involves a good deal of skill in hitting only the corner pins without rolling the ball into the gutter.

MIXED DOUBLES

Men and women combine to make this one of the most popular of all tournaments. Mixed doubles leagues have also become popular. Use regular scoring methods or any of the special events. Father and son, mother and daughter and any number of other combinations provide an excellent opportunity to bring the whole family into the recreation program.

BOSS'S TOURNAMENT

Managers and supervisors of each department which has entered a team in the company league roll off to determine "Boss of the Year." Supervisors could also team up with respective team captains in a doubles event.

DROP ONE

Bowlers roll four games and are entitled to drop their lowest score to determine the three game total. Can also be played as a team event using the three best team scores or each player's three highest scores.

TURKEY ROLL

Added attraction for regular league play or in conjunction with any special event just preceding a holiday. Award turkeys for high game, high series, etc. Runners-up could receive a goose, duck and chicken in that order.

who's what in bowling

ABC

American Bowling Congress, 1572 E. Capitol Dr., Milwaukee 11, Wis. Frank K. Baker, Executive Secretary-Treasurer.
Year of incorporation: 1903.
Purpose: To promote better tenpin bowling through standardization of rules and equipment, award programs and services to member leagues.
Primary area of service: individual male tenpin bowlers and leagues in the U. S. and Canada.
Membership: 3 million male bowlers; 70,000 sanctioned leagues.
Budget: $1½ million.
Services: Bonding, burglary and holdup insurance for league secretaries. Equipment research and testing; inspection and certification of 8,600 bowling establishments. Tournament sanction. Aids for league secretaries. Five-man field staff to assist leagues promote and develop programs. Free bowling film library. Comprehensive awards program on both national and local association level.
Publications: BOWLING magazine (monthly), ABC News Letter (12-15 issues per year). Annual Report book, Annual Rule book, ABC tournament prize winners book, ABC tournament schedule book.
Special events: Annual ABC tournament running two to three months of seven-day-a-week nation-wide competition. Week-long annual ABC convention.

AJBC

American Junior Bowling Congress, 1913 W. 103rd St., Chicago 43, Ill. Milton Raymer, Executive Secretary.
Year of incorporation: 1939
Purpose: To promote bowling for youth as wholesome recreation under ideal environment and supervision and at reduced rates.
Primary area of service: Youngsters, 18 years and under, participating in tenpin, duck pin, rubberband ducks, and candle pin bowling in the U. S. and Canada.
Membership: 250,000 individuals
Budget: $239,000. provided by its parent organization, the National Bowling Council.
Services: Conduct free instruction schools throughout the country to certify state and city youth bowling instructors. Field staff of three men assist promotion and development of youth bowling on local level. Enforce AJBC standards that no alcoholic beverages be sold in the same room and that pin ball machines be disconnected while AJBC league is bowling; that all leagues be supervised by adults and that the proprietor give a reduced rate for league bowling. Sanctions players and leagues. Conducts comprehensive national and local awards programs.
Publications: PREP PIN PATTER monthly magazine distributed to 60,000 coaches and team captains. AJBC Newsletter.
Special events: National AJBC Mail Tournament and Christmas Tournament.

BPAA

Bowling Proprietors' Association of America, Inc., 185 N. Wabash Ave., Chicago 1, Ill. Howard C. Seehausen, Executive Director.
Year of incorporation: 1932.
Purpose: To promote the healthy growth of the bowling industry, protect the interests and investments of its member bowling proprietors, encourage improvements in playing conditions and equipment.
Primary area of service: Trade association of bowling proprietors in the U. S. and Canada.
Membership: 4,290 bowling establishments representing 80% of the certified lanes in the country. Includes 44 affiliated state and provincial associations.
Budget: $400,000.
Services: Assistance and guidance on maintenance of lanes and pins, care of automatic equipment, bookkeeping and accounting procedures, league score sheets and contract forms, price and cost charts, formation of new leagues, promotional materials to increase interest and participation in bowling.
Publications: BOWLING PROPRIETOR monthly magazine and the monthly Management Bulletin.
Special Events: Annual BPAA convention held in June of each year. Conduct seven major national tournaments including All-Star and Handicap events.

NBC

National Bowling Council, 1420 New York Ave., N. W., Washington 5, D. C. A. L. Ebersole, Executive Secretary.
Year of incorporation: 1943
Purpose: To coordinate the efforts of all bowling organizations and associations in the overall promotion of bowling.
Primary area of service: National bowling organizations.
Membership: ABC, BBIA, BPAA, NDPBC, WIBC, AMF Pinspotters, Brunswick-Balke-Collender.
Budget: $41,000, excludes funds for AJBC and Bowlers' Victory Legion.
Services: Watch dog over national, state and local legislation and tax rulings which may adversely affect the welfare of bowling. Underwrites and oversees entire American Junior Bowling Congress program. Conducts $100,000 per year rehabilitation program with 79 Veterans Administration hospitals and sponsors other bowling activities for the handicapped. Prepares and distributes promotion and instruction manuals and brochures. Has produced two bowling films and the bowling proprietors' maintenance manual.
Publications: No periodicals.
Special events: Three council meetings held each year during July, November and February for the purpose of coordinating promotional efforts of NBC members.

NDPBC

National Duck Pin Bowling Congress, Inc., 1420 New York Ave., N. W., Washington 5, D. C. A. L. Ebersole, Executive Secretary.
Year of incorporation: 1927
Purpose: To promote better duck pin bowling through standardization of rules and equipment, award programs and services to members.
Primary area of service: Individual men and women duck pin bowlers and leagues.
Membership: 250,000 individuals in 13 Eastern states.
Budget: $62,470.
Services: Sanction bowlers and tournaments. Provide membership cards, average calculators, instruction manuals, folders, brochures and other aids to league secretaries. Conduct comprehensive national and local awards program providing medals, rings, patches and other trophies for team and individual performances. Compute averages of all sanctioned duck pin bowlers and determines national men and women champions.
Publications: Monthly DUCK PIN WORLD magazine and the Duck Pin Yearbook which includes all previous duck pin records.
Special events: National Duck Pin Tournament conducted annually for six weeks during early spring. Annual NDPBC convention is held during the tournament.

BBIA

Billiard and Bowling Institute of America, 716 N. Rush St., Chicago 11, Ill. Robert J. Youngblood, Executive Secretary.
Year of incorporation: 1940
Purpose: To advance the common business interests of manufacturers and distributors of bowling and billiard equipment and supplies. To increase the use of their products and develop fair and just competitive practices. To collect and disseminate pertinent data relating to the industry.
Membership: 96 manufacturers and distributors of bowling and billiards products.
Primary area of service: Trade association for the bowling and billiard industry in the U. S. and Canada.
Budget: Varies, directed at the promotion of bowling and billiards.
Services: Conducts public information programs to create favorable awareness of the benefits and values of bowling and billiards. Research studies provide information on sales, market statistics, methods and procedures. Support activities, through voluntary member contributions, that will promote participation and perpetuate both sports.
Publications: BBIA Bulletin (monthly newsletter to members) and the annual BBIA Product Directory.
Special events: BBIA convention conducted in April or May of each year.

WIBC

Woman's International Bowling Congress, Inc., 1225 Dublin Rd., Columbus 8, Ohio. Mrs. Emma Phaler, Secretary.

Year of incorporation: 1916

Purpose: To promote better tenpin bowling among women through standardization of rules and equipment, award programs and member services. In general, WIBC is to women bowlers what ABC is to men bowlers

Primary area of service: individual women tenpin bowlers and leagues in the U. S. and Canada.

Membership: 1¼ million women bowlers.

Budget: undisclosed
Services: Governing body of women's tenpin bowling. Sanctions players and leagues. Furnishes booklets, manuals and other aids to league secretaries and city bowling associations. Provides awards for team and individual performances.

Publications: WOMAN BOWLER magazine.

Special events: Conduct annual National WIBC Tournament. WIBC convention is held in conjunction with the tournament.

Company-wide Roll-off

Bowling by mail, the small, far-flung branch locations can compete with the home office for the company title

Expansion, decentralization, mergers and other business developments have scattered the operations of many medium and large corporations to all corners of the country and the world. More than ever, management faces the challenge of bringing its far-flung employees under one roof of company spirit and understanding.

In companies with one central location, recreation has proved its capabilities in creating the climate necessary for united business effort. But even in the highly decentralized corporations, recreation programs can be developed to achieve the same purpose.

As an outstanding example, R/M presents the complete rules for Northwest Airlines' annual mail bowling tournament. Last year, 60 teams from 11 Northwest offices competed in the six-week elimination tournament using their regular local league scores to avoid scheduling problems. The cost for the entire program: paper and postage.

1. OBJECT
The purpose of this tournament is to determine annual team and individual champions among NWA employees stationed in the United States and Alaska. It shall foster and maintain the spirit of good fellowship and true sportsmanship.

2. MEMBERSHIP AND ELIGIBILITY
The entire membership of the teams entering this tournament shall be made up of NWA male employees on teams sponsored by NWA.

3. DIRECTORS
The management of this tournament shall be vested in the Rules and Regulations Committee. This Committee is to be appointed by the Director of Employee Services. The Rules and Regulations Committee shall have full control and management of the tournament and shall adopt a set of rules and decide the necessary fees. The chairman of this committee shall be responsible for:

1. Proper organization and function of the tournament.
2. Providing each team captain with a set of rules.
3. Issuing and posting weekly results.

4. TEAMS
All teams entering this tournament shall be governed by their own league rules except for the following which will be determined by the Rules Committee: (1) fees and prizes, (2) handicap, (3) blind scores.

5. FEES AND PRIZES
The charge for entering a team in this tournament shall be $5 payable in advance. A prize list shall be posted by the Rules Committee based on number of teams entering. The Northwest Airlines Management Club Championship Trophy will be awarded to the championship team at the completion of the tournament. This trophy to be awarded by the Northwest Airlines Management Club, will be engraved with the championship team name and location and will be passed on to the new championship team each year thereafter. Should the trophy be won by the same team three years in a row, it will then become the permanent possession of that team. In addition, trophies furnished by the Employees Service Division of the Personnel Department will be awarded for the following: individual high tournament average, tournament high single game, tournament high three game series.

6. HANDICAP
The tournament shall be conducted on a handicap basis. The handicap allowance shall be 80% of the difference between the bowlers average and 180. The average used shall be the bowlers current average.

7. BLIND SCORES
Blind score is 150.

8. PLAYING RULES
Each team entering the tournament will bowl at its regular league bowling establishment and on the regular league bowling night. Scores used for the purpose of this tournament will be the same as used in regular league competition. Forms will be forwarded to each team captain for completion each week during the tournament. The team captain will fill in the forms completely each bowling night and forward them immediately to Fred Smith, Tournament Chairman.

9. SCORING
Tournament results shall be determined according to games won and lost. In case of a tie, the team with the highest total pin count shall be awarded the tie game.

10. PRIZE LIST
The total number of teams entered in the 1959 tournament is 60. Entry fees from these teams total $300 which will be paid out in the following manner:

1st Week—Winning Teams advance—Losing Teams out.

2nd Week—	"	—Losing Teams Paid	$5.00 each	Total	$75.00
3rd Week—	"	— "	$10.00 "	"	70.00
4th Week—	"	— "	$15.00 "	"	60.00
5th Week—	"	— "	$15.00 "	"	30.00
Final Week—Championship Team Paid		$40.00		Total	40.00
Runner-up Team Paid		$25.00		Total	25.00
				Total Paid Out	$300.00

25 Years of Service to Recreation

Athletic Institute leads the nation in developing "recreation for everyone"

For the past 25 years, American sports programs in schools, municipalities and industry have owed a debt of gratitude, in some cases their very existence, to one of the nation's most important sports service organizations: The Athletic Institute.

From a vast library of instructional aids to the creation of organized sports programs, assistance in professional preparation of leaders, promotion of increased participation and outright financial support; The Athletic Institute stands as one of the great motivational forces in this country's astounding growth in athletics, physical education and recreation.

Conceived by a small group of sporting goods manufacturers, the Institute was organized on Nov. 20, 1934, to stimulate sports activities throughout the United States.

Drawing on support from voluntary contributions of active members (manufacturers) and associate members (raw materials suppliers), this group selected their first presidents from among the leaders in the sporting goods industry: G. S. Lannon, Jr., Lannon Manufacturing Co.; Frank Bradsby, Hillerich & Bradsby Co.; and John Rogers, also of H & B.

In 1940, Major John L. Griffith, former Big Ten athletic commissioner and secretary-treasurer of the NCAA, became the first non-manufacturer to serve as president.

Griffith started the Institute's services and developed significant programs in baseball, softball and Army camp recreation.

To carry on the Institute's work after the death of Major Griffith in 1945, the manufacturers needed a man widely experienced both in knowledge of athletic skills and the administration of athletic programs.

They turned to Colonel Ted Bank, a former Univ. of Michigan football, basketball and baseball star who at the time was the chief of the Army's athletic, recreation and physical training branch. Bank's background of 19 years high school and college coaching included assistant football and varsity baseball and boxing coach at Tulane Univ. (1929-35) and head coach and athletic director of the Univ. of Idaho (1935-41).

Still at the helm, Ted Bank has used his dynamic personality and tireless enthusiasm to put the Institute's expanded programs into action.

The Colonel; who became statesman, politician and promoter as well; has brought together manufacturers, educators and professional recreation organizations in united action for "more recreation for everyone, with adequate facilities and leadership."

A look into the Institute's 25-year record shows how well this goal is being met.

An Institute project to promote amateur baseball leagues and tournaments led to the eventual development of the independent organization known today as the American Amateur Baseball Congress.

Another early project was the promotion of softball, following the inception of that sport in 1930. Subsequent development led to the formation of the Amateur Softball Association which was financially supported by the Institute.

In 1941, a small group of industrial recreation executives, under the leadership of Floyd Eastwood, asked for and received financial backing to form the Recreation Association for American Industry. From this humble beginning, the National Industrial Recreation Association has grown to a present membership of more than 800 companies.

The Athletic Institute continues to give support to NIRA, and, during the last 18 years, has contributed about $250,000 for the promotion of industrial recreation through NIRA.

The Institute helped organize and financially support the U. S. Junior Chamber of Commerce sports program. Starting in 1947, the Jaycees have developed nationwide junior golf and tennis programs as well as a youth fitness program. The Institute has contributed $190,000 to these projects.

Particularly impressive is the Institute's distribution of manuals, films and sports guides over the past 10-15 years. Here's the record:

- Student Manuals—more than 3½ million copies in the last 12 years.
- Instructor Guides—almost 250,000 to teachers, coaches and leaders.
- Motion pictures—more than 50 million people have viewed Institute films on tv; another 2 million have seen them in auditoriums.
- Filmstrips—nearly 10,000 filmstrips have reached an estimated audience in excess of 10 million persons.
- Books, booklets, etc.—approximately 750,000 copies have been distributed.



JOHN L. GRIFFITH, president from 1940-45, pioneered the Institute's broad services to recreation.



TED BANK, who succeeded Griffith, stands today as one of the foremost leaders in sports and recreation.

Can You Top This?

What's the world's bowling record for the highest scotch mixed doubles score? C. W. Hudson, recreation director for IBM Corp., Rochester, Minn., believes it is the 274 rolled by IBM employee Gordon Finstrom and his wife in the company tournament.

R/M is ready to concede the point. How about you? If you know of a better score, let us know.

Hudson is sure you can't top this combination, however: runners-up to the Finstroms in the same event were the Dick Truslers with a 256.

Bumper Game Crop

One of the finest game crops in a decade is in the offing for hunters this season according to a survey made by the Winchester-Western Conservation Department.

In a poll of wildlife administrators in 42 states and Ontario, the company found that game crops range from "good" to "utterly Fantastic."

Rabbits, grouse, quail and wild turkey are all in greater abundance than a year ago in most states, and the 1959 bumper crop of deer is even bigger than last year's.

Retirees Live-it-up

It's been a busy and satisfying summer for the Allis-Chalmers, Milwaukee, Wis., Retired Employees Recreation Club.

Some 952 retirees and their wives attended the club's biggest event, the annual retirees picnic.

In June, 475 members made the annual jaunt to Milwaukee County Stadium to watch their Braves take on the upstart Giants. Thirteen chartered buses formed the police-escorted caravan carrying the happy old timers. Two of the men were interviewed on a pregame radio program.

To wrap up the summer's activities, 10 of the more active members with an average age of 71.2 years took to the links for the retirees golf tournament. Although most gross scores ranged between 65 and 78 for nine holes, one robust oldtimer broke 50.

What a Picnic!

The company picnic, forerunner of all industrial recreation programs, undoubtedly retained its title this year as the number 1 recreation activity in terms of percentage of employees participating.

In sheer numbers alone, McDonnell Aircraft Corp., St. Louis, Mo., and The Martin Company, Denver, Colo., were impressive examples of the organizational ability required of an industrial recreation director. More than 20,000 employees and family members attended each event.

For a major portion of the entertainment, Martin featured the talents of its own employees, conducting a speed trial event by its Sports Car Club, a model flying exhibition and contest by the Model Masters and a softball game between the two top interdepartmental teams.

Also 87% of the entire working force showed up for McDonnell's 20th annual picnic highlighted by two and a half hours of entertainment.

FINAL RESULTS

14th Annual Mid-West Industrial Golf Championships

Lafayette, Ind., Aug. 15-16, 1959

TEAM STANDINGS

Division A	
Wright-Patterson AFB, Dayton, O.	619
Goodyear Tire & Rubber, Akron, O.	622
Bendix Aviation, South Bend, Ind.	624
Sangamo Electric, Springfield, Ill.	625
Minneapolis Honeywell #1, Mpls, Minn.	626
Division B	
Owens-Illinois, Alton, Ill.	637
Inland Mfg. #1, Dayton, O.	658
Ampco Metal, Milwaukee, Wis.	662
Dayton Power & Light, Dayton, O.	663
National Homes #1, Lafayette, Ind.	664
Division C	
Philco #1, Sandusky, O.	648
Minneapolis Honeywell #2, Mpls, Minn.	673
Allis-Chalmers, Norwood, O.	675
Fansteel Metallurgical #2, Chgo, Ill.	679
Fansteel Metallurgical #1, Chgo, Ill.	682

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Division A	
Tom Shafer, Bendix Aviation	146
Joe Golob, Thompson Ramo Woolridge	149
Remo Grovetti, Abbott Laboratories	149
George Caskey, Wright-Patterson AFB	149
Hugh Quinn, Champion Paper & Fibre	149
Charles Smith, National Homes	149
Don Mosher, Minneapolis Honeywell	149
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Charles Anthony, Minneapolis Honeywell	151
Harold Harmony, Inland Mfg.	152
Frank Stephanczuk, Wyman-Gordon	153
Division C	
Mike Manuella, Philco	151
Albert Morrell, Allis-Chalmers	158
Wilson Kastor, Philco	162

MANAGEMENT TOURNAMENT

Dale Conrad, Columbia Southern	76
Pete Zeides, Westinghouse	80
Clarence Abell, Armco Steel	83
R. L. Bissetti, Wyman-Gordon	83

imagination and resourcefulness are vitally important to the success of any industrial recreation director.

WHAT'S THE BIG IDEA?

"Old stuff" is no fun. It's the fresh approach, the new wrinkle that make your program grow in popularity.

The big ideas which do the job best are reported each month in R/M.





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RATES: regular type, 15 cents each word
bold face type, 25 cents each word
copy must be received by the 5th of the month before date of issue in which ad is desired

ATHLETIC APPAREL

Team and Industrial Patches Made to Order. Send rough sketch, quantity, size and colors for prices. T-Shirts—Sweat Shirts—Jackets, etc. Request complete catalog on company stationery.
THE FELT CRAFTERS, Plaistow 12, N. H.

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HAMMATT AND SONS
Box 2004 Anaheim, Calif.
"Where the people of the nation find
THE BEST FOR RECREATION"
Contact us on your needs for recreation supplies. Manufacturers of games, and supplies for direct sale to Industrial, Municipal and School recreation depts.

POSITIONS WANTED

Seeks position in personnel or ind. rec. 2 yrs. experience as pers. mgr. includes setting up complete ind. rec. program. Coached high school, service and pro football for 8 yrs.
CP18—RECREATION MANAGEMENT

Completing mil. service in Dec. B.A. degree in rec. and phy. ed. Coached high school basketball, active in dramatics, Little League and as camp counselor. Age 24, married.
CP19—RECREATION MANAGEMENT

RM INDUSTRY ITEMS

Boys' Baseball Still Booms

Organized youth baseball has topped the 2 million mark in total participants according to a recent survey published by the Athletic Institute.

Leading the youth league by a wide margin, if you want to include members of their "farm system," is Little League Baseball, Inc. with some 648,000 big league aspirants.

Next on the list come American Legion Junior Baseball with 386,600 players and Babe Ruth League with some 112,000.

Massed together in the 50,000 to 75,000 player range are the AABC, NBC, Khoury, Hot Stove and P-O-N-Y leagues.

Both the National Baseball Congress and Little League have teams playing in each of the 50 states with representation in 24 and 19 foreign countries respectively.

Bowling Invades Belgium

Tenpin bowling will be introduced to the Belgians for the first time this fall when 28 AMF Automatic Pinspotters will be installed in three bowling centers in Brussels.

Automated bowling on a commercial basis was brought to Europe only recently with the installation of eight AMF Pinspotters in Stockholm, Sweden.

In addition to pioneering the game in Europe, AMF has also established a firm foothold for tenpins in Massachusetts, formerly restricted to duck pin and candlepin bowling.

Already AMF has equipped 114 lanes in four bowling centers in the Boston area alone with tenpin installations slated for several other cities in the state.

Vendors Seek New Fields

With 3.7 million automatic salesmen merchandising literally everything from soup to nuts, vending machine companies are reaching in all directions for new fields.

Automatic Canteen Co. of America, No. 1 outfit in the industry ($117 million in sales during fiscal 1958), announced a contract that will get it started in the background music field for plants and offices. Automatic Canteen now has access to the entire library of RCA Victor Record Div.

Seeburg Corp., biggest manufacturer of coin-operated phonographs, acquired Bert Mills Corp., maker of hot coffee and chocolate vending machines. This follows Seeburg expansion last year into cigarette and cold drink vending.

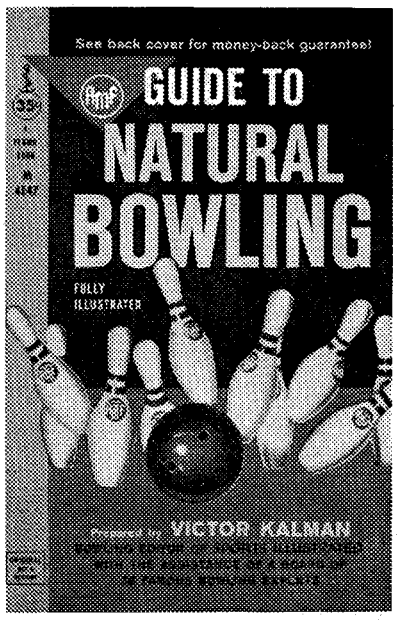
For an idea of the size of the vending market, BUSINESS WEEK disclosed that last year the machines sold more than 7 billion containers of chilled beverages, more than 3 billion packs of cigarettes and 459 million units of milk.

Coffee Break Evolution

America is moving towards more but shorter coffee breaks, announced INPLANT FOOD MANAGEMENT magazine in releasing the results of a new survey conducted by the Pan American Coffee Bureau.

Of the 27 million employees now taking coffee breaks every day, 10 million of them have morning and afternoon breaks. This is a substantial increase over the 6 million who took twice-a-day breaks in 1956.

However, today, 60% of these workers do not leave their desks or work benches during a coffee break. The coffee is brought to them.



THE COMPLETE bowling handbook for both novice and more advanced bowlers, "AMF Guide to Natural Bowling," is available at newsstands throughout the country.

ENEFIT FROM NIRA
embership services

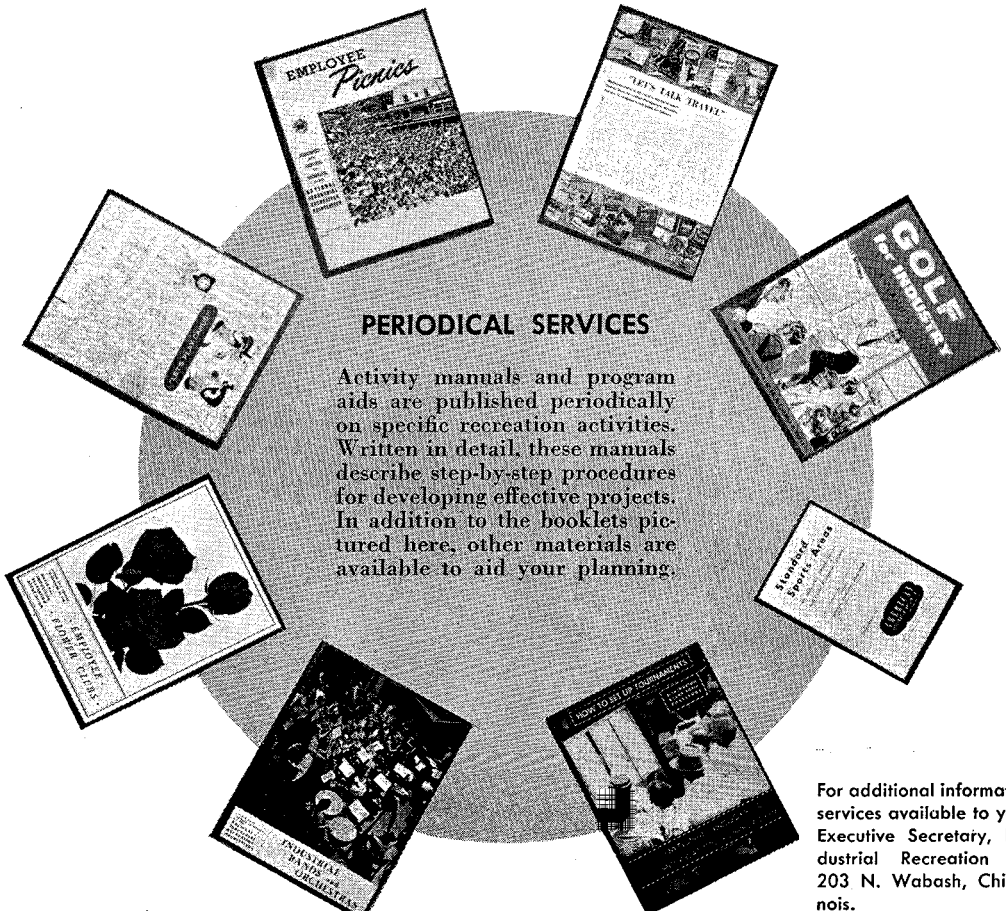
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SEMI-MONTHLY SERVICES

Timely tips, new ideas, the latest developments in the field of industrial recreation are brought to you in monthly issues of RECREATION MANAGEMENT, the national magazine of recreation in business and industry, and the NIRA SERVICE PACK which contains the Idea Clinic, News Letter and President's Bulletin.

NIRA membership services help you get the job done using fresh ideas, expert advisory service, helpful program aids



PERIODICAL SERVICES

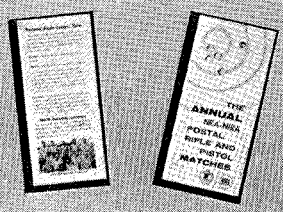
Activity manuals and program aids are published periodically on specific recreation activities. Written in detail, these manuals describe step-by-step procedures for developing effective projects. In addition to the booklets pictured here, other materials are available to aid your planning.

For additional information on NIRA services available to you, write the Executive Secretary, National Industrial Recreation Association, 203 N. Wabash, Chicago 1, Illinois.

other valuable aids benefit your program



• ANNUAL CONFERENCE and Exhibit plus regional workshops provide idea exchange and problem solving by the top industrial recreation authorities in the nation.

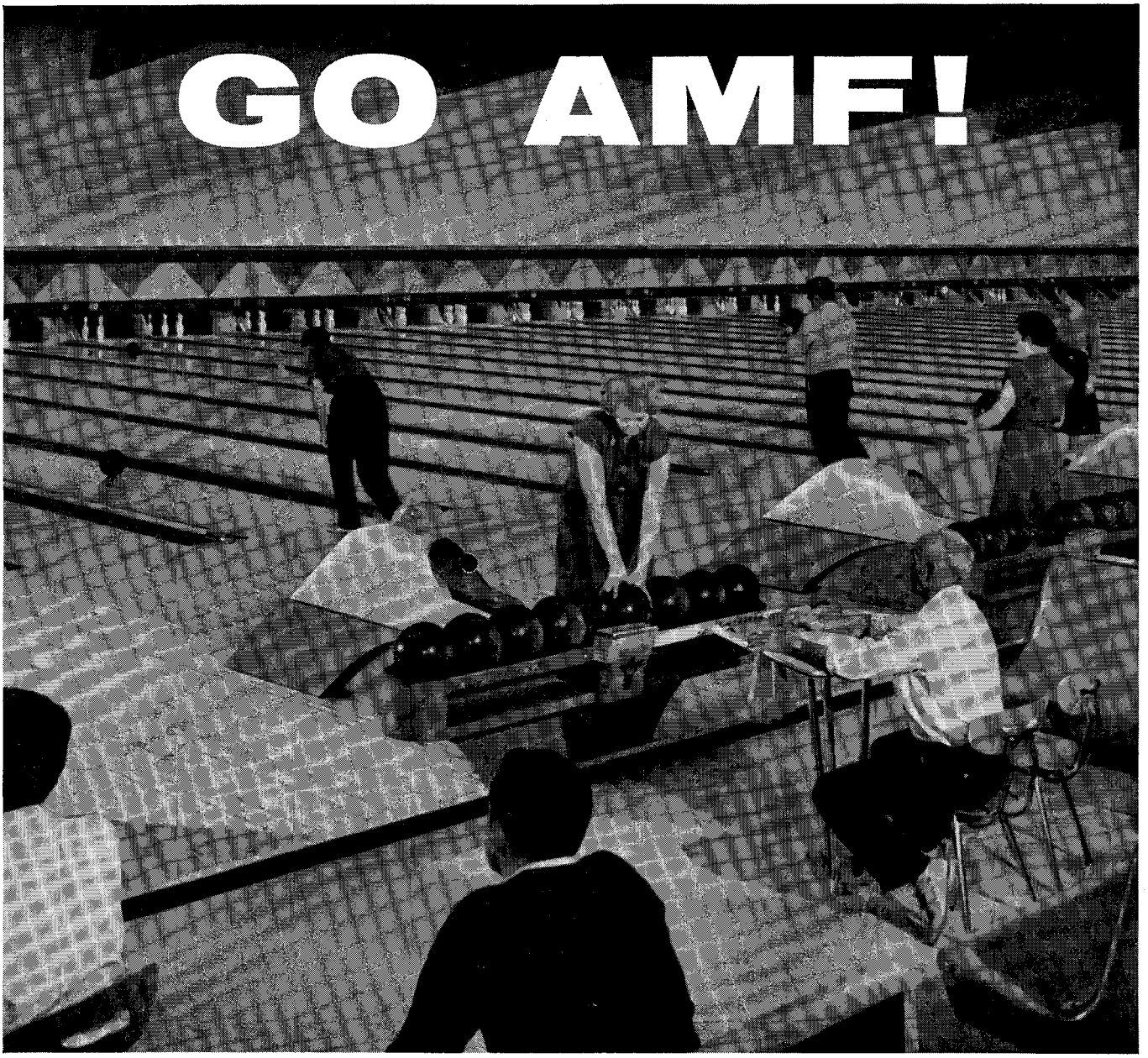


• TOURNAMENTS conducted by NIRA on a national basis help provide stimulation for employee participation in their own company programs. In addition to fishing and shooting, other national tournaments being developed are golf and bowling.

• INSURANCE coverage and counsel for employee teams and directors is available through NIRA's special group accident insurance plan.

• ADVISORY staff service of industrial recreation experts are on call to help you with any special problem.

• RESEARCH studies of great value to assist you in judging the strong and weak points of your own program, how to increase participation and the latest trends in purchasing, safety, pre-retirement, planning, and travel as recreation.



...for the best in bowling!

Only when you go AMF all the way can you get the full advantages of an employee bowling program—improved morale, healthful exercise, fun for workers of all ages.

Dependable, efficient AMF Automatic Pinspotters provide a smoother, more enjoyable game of bowling. Special AMF features such as the Underlane® Ball Return eliminate distractions, make the satisfaction of higher scores possible. And AMF accessories—balls, bags, and shoes—are the finest available, for looks and for practicality.

Provide your employees with the most effective and enjoyable bowling program possible. Contact your nearest AMF proprietor... he will be glad to help you plan your employee bowling program. Or, write to AMF Pinspotters and have your local AMF representative explain the value of bowling as part of your recreation program.

AMF PINSPOTTERS INC.
Subsidiary of AMERICAN MACHINE & FOUNDRY COMPANY
AMF Building • 261 Madison Avenue, New York 16, N.Y.

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"MAGIC AMF TRIANGLE"
TRADEMARK AND SERVICE MARK OF AMF

NOVEMBER 1959

RECREATION MANAGEMENT

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY

AUTOMATIC *VENDING* MACHINES

HOW MANY

WHAT KIND



NATIONAL INDUSTRIAL RECREATION ASSOCIATION
NIRA

Special Report by the U. S. Department of Agriculture
page . . . 6

FLIGHT PLAN FOR TRAVEL CLUBS . . . page 8
FISH-A-RAMA POSTAL RESULTS . . . page 11
TRAP OR SKEET? . . . page 13
EXECUTIVE LEISURE . . . page 14

BENEFIT FROM NIRA membership services

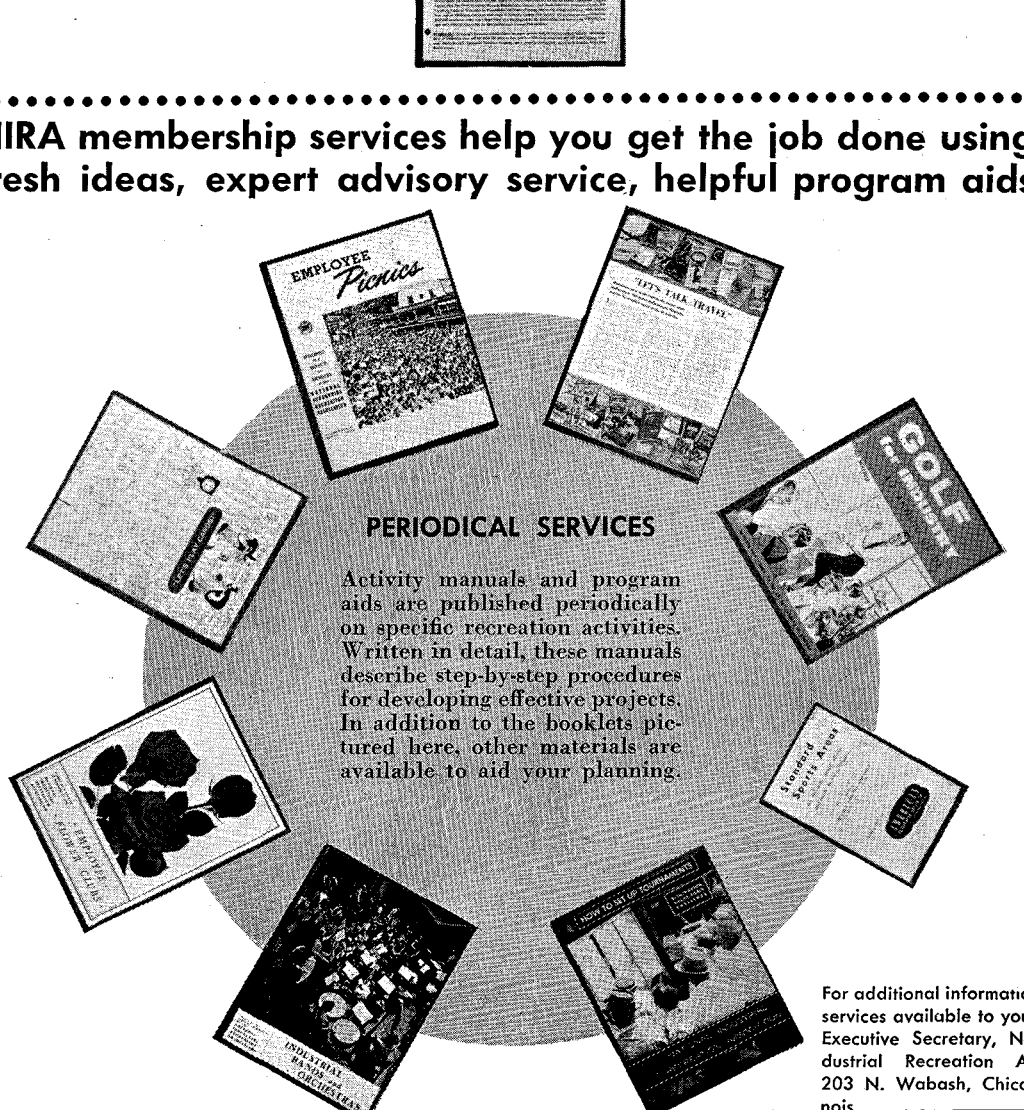
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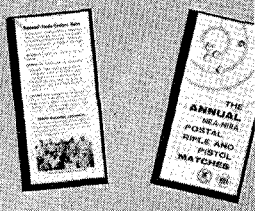
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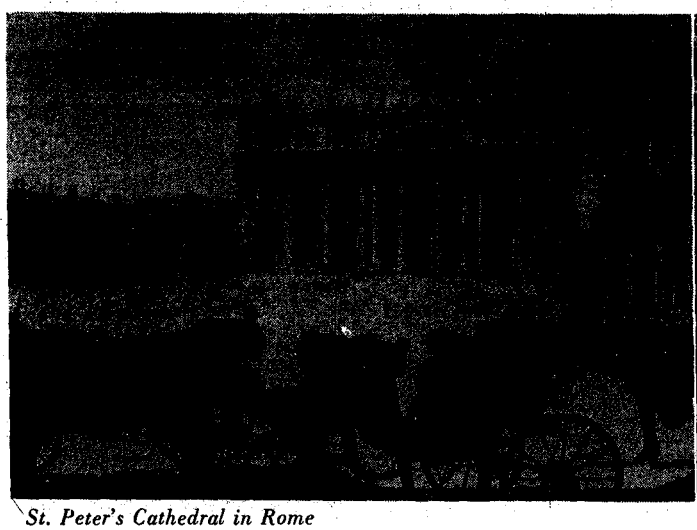


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• RESEARCH studi of great value to assi you in judging th strong and wea points of your ow program, how to i crease participatio and the latest tren in purchasing, safet pre-retirement, pla ning, and travel recreation.



St. Peter's Cathedral in Rome



Medieval castle in Germany

Let's go to Europe in 1960... it's cheaper than you think!

Everyone benefits when you initiate an expertly planned European holiday for your company's employees

With Europe on the horizon as the Employee Holiday in 1960, your staff will perk up, have renewed interest. Efficiency and happy enthusiasm result immediately when each employee knows that he is going to experience the romance and adventure of Europe on his next vacation!

Money is no real problem. Everyone in your company can now afford two weeks in Europe. The amazing low costs of transportation and hotels afforded by group rates plus the easy "travel now — pay later" financing that can be arranged by any employee makes a European tour available to all.

But, what is definitely required and what must be carefully planned and operated is a GOOD tour . . . a tour which produces satisfied participants, those who will say, "It was more than I expected. Really a great trip."

Maupintour has the experience and the facilities to provide you and your employees the best tour operation, second to none . . . and at costs so low they'll surprise you. Maupintour can provide you the newest piston-engine trans-Atlantic aircraft at very low rates. These planes are operated by a scheduled international air carrier whose flight crews and ground staff have had years of experience in scheduled operations.

Maupintour wants repeat customers. To earn repeat business, Maupintour must provide good service, good accommodations, and an exciting itinerary. In other words each person participating must have a happy and comfortable trip. This is your insurance that a European tour by Maupintour will be the best one for your employees.

To help you organize your own tour, Maupintour offers a complete step-by-step promotional package to make it easy to assure sell-out success. Posters, colorful post cards mailed from Europe, personal letters, souvenirs, travel hint booklets, color-sound films, illustrated folders are all arranged by Maupintour to build and maintain the interest of your employees for their 1960 European holiday.

Service, experience, honesty and imagination are the only things a tour company have to sell. These are fundamentals at Maupintour and since 1951 have built Maupintour into one of the largest independent, privately owned tour companies in the nation. Branch offices in New York, Washington, and Brussels provide the extra facilities that insure excellent operation. You will not be disappointed when you choose Maupintour.

Maupintour has developed the proven promotional package and employee European tour plan. Maupintour can provide you with superior trans-atlantic aircraft operated by one of the world's oldest and most experienced scheduled international airlines. This is all available to you and your employees at very low costs. But, you must write now for details. Only a limited number of groups can be managed by Maupintour in 1960. A travel counselor will call upon you if you request.

Maupintour *Associates*

Clip, attach to your letterhead, and mail today for information on how to organize a tour to Europe in 1960.

Maupintour Associates
1236 Massachusetts Street, Lawrence, Kansas

Please send me, without obligation, the Maupintour information on how an Employee Holiday to Europe can be organized from my company for 1960. I ☐ do ☐ do not wish to have your representative to call on me at this time.

name/title

firm name

address

city/zone/state

Number of employees?.....Is there a Travel Club?.....

Is there an Employee Recreational Club?.....

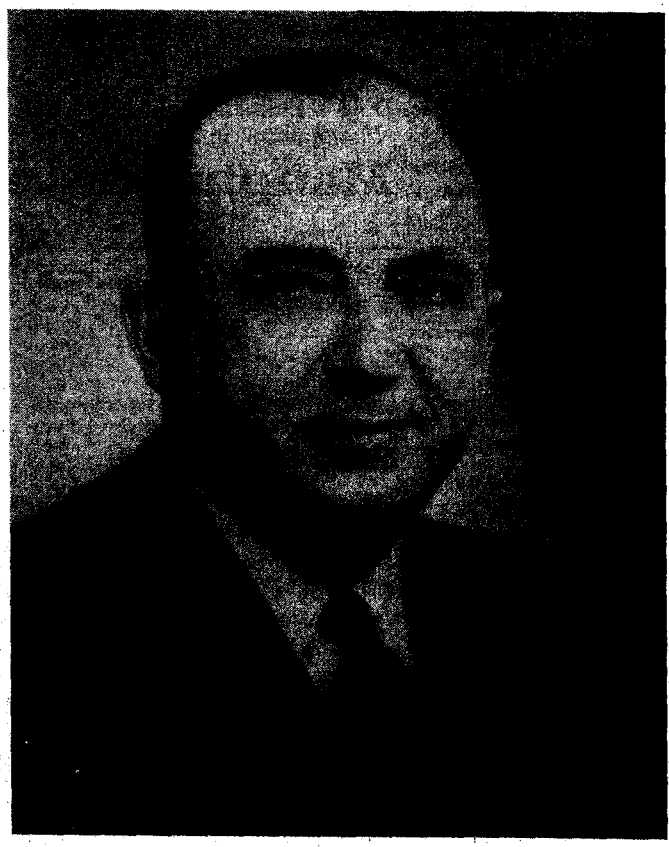
Is there a company close-down for vacation?.....

If so, what month?.....

TOP MANAGEMENT SPEAKS:

As an indication to the employees that the company is interested in their welfare . . .

our employees club is one of the most effective means we have for promoting better management-employee relations



The growth of employee clubs has been a healthy characteristic of American industry. It has been healthy because recreational activity has developed a genuine spirit of understanding and cooperation among employees.

Employees spend a major portion of a day's time on the job. Yet because they are busy doing their respective jobs, they have little opportunity to get to know one another thoroughly. The employees recreation club is an excellent means of providing activity that will enable employees to know one another in a relaxed, informal atmosphere. Under these conditions employees develop a mutual respect for and appreciation of their fellow workers. Individual qualities and talents which may be hidden in day-to-day work become recognized in the freedom of a social situation.

As a company whose product is intended to promote relaxation, it is logical for Hamm's to be interested in recreational activities. This interest has been manifested in various ways . . . in the theme of our advertising and the type of sponsorship we undertake. Operation of an employees club has been one of the most gratifying expressions of that interest.

Our Skylanders club is of comparatively recent inception; yet its membership total includes a substantial number of our employees. Offering a variety of physical, social and cultural activities, the club has given our people excellent training in leadership and sportsmanship in addition to the pleasures the activities afford.

This is a club by, for and of the people. Membership is open to all employees regardless of position or type of work done. The company does contribute funds to the club but only on a matching dollar basis. The members themselves govern the club. They decide what its activities will be. The fact that the employees themselves run the club adds to its relaxing atmosphere.

The employees club is able to provide forms of recreation that perhaps would not be provided in any other way. And it makes it possible for the employees to participate with people with whom they are acquainted and have a common understanding.

The company's participation is an indication to the employees that the company is interested in their complete welfare. The employees realize that this interest does not cease at the end of the working day.

Our employees club is, therefore, one of the most effective means we have for promoting better management-employee relations.

W. C. Figge
President
Theo. Hamm Brewing Co.

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RECREATION MANAGEMENT

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY

NOVEMBER 1959 Volume 2, Number 11

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IN DECEMBER R/M

NIRA ANNUAL
Contents of the valuable NIRA Annual will be combined into the big December issue. NIRA conference proceedings, membership directory, bylaws, R/M yearly index and recreation bibliography make this an important reference book for year-round use.

RECREATION OVERSEAS
Employee recreation programs conducted by European companies and U. S. plants located overseas are compared to show how American industry can plan successful recreation programs away from home.

SPORTS ROUNDUP
Yearly re-cap of industrial champions in national sports tournaments.

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VENDING: HOW MUCH, WHAT KIND

Department of Agriculture reports on trends, practices and problems of automatic food vending by manufacturing plants

Almost half of the recreation programs conducted by NIRA member companies are supported to some degree by profits from vending machines.*

To many employee recreation associations, these mechanized food salesmen contribute the prime source of income, enabling these organizations to operate on a somewhat self-sufficient status.

As seen by recreation directors, the values of vending machines are virtually unquestioned. But how are they regarded by other members of management, what do employees think of them? What is the nature and extent of automatic food dispensing services offered by plants throughout the country?

To find the answers to these and other questions, the U. S. Department of Agriculture interviewed 825 executives and food service managers in manufacturing plants with more than 250 employees. It also made a limited sampling of companies employing 100-249 employees.**

THEY'RE HERE TO STAY

The study showed little doubt that vending machines are here to stay. Almost nine out of 10 companies have them—usually more than one kind. In fact, vending machines are far more common than food facilities such as cafeteria, mobile food cart, restaurant, snack bar, etc. (see Table I).

Of those companies offering some form of food service, only 4% did not have vending machines.

However, even with such widespread use, vending machines are apparently viewed with mixed emotions. Although they were praised by the great majority of plant executives, they were criticized by almost as many.

Among executives of plants with both food facilities and vending machines, 94% listed advantages. Of these:

- 59% said vending machines were a morale builder.
- 38% said they saved production time by keeping employees near the job.
- 20% said they supplemented other food services.
- 10% considered that they provided an employee pick-up.
- others (less than 10% for each item) said they cost less than other feeding facilities, produce revenue, responsibility is handled by an outside operator, save space and are more sanitary.

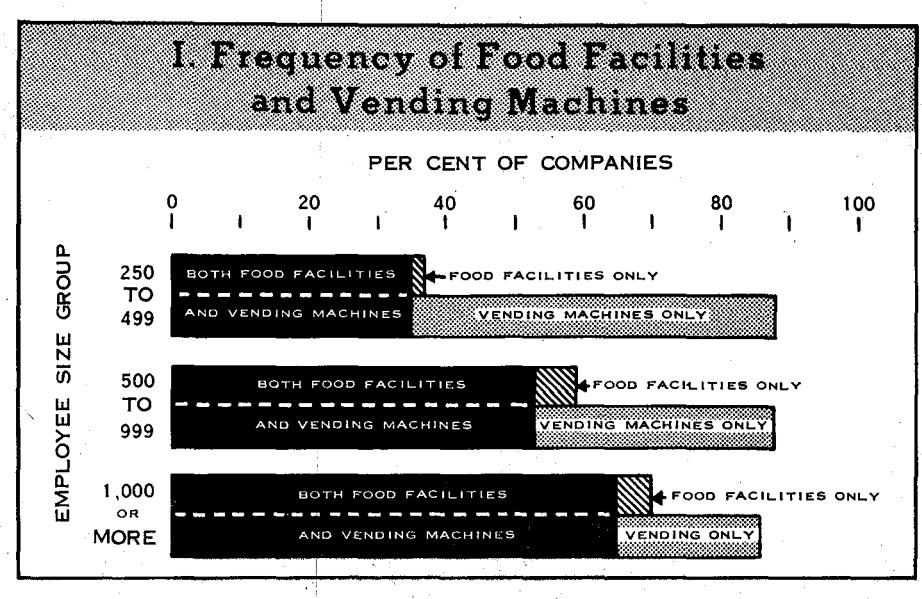
The employee morale factor was especially important to small plants with food facilities (64%) and to plants without food facilities (67%).

On the other hand, 81% also listed these disadvantages:

- 43% complained of housekeeping problems (employees leave bottles, wrappings and other litter about).
- 30% said too much time was lost.
- 26% said that vending machine servicing was unreliable.
- 9% complained of vandalism or pilferage.
- less frequent replies said the machines take too much space, cost of operation exceeds revenue, compete with outside feeding facilities, employee complaints, limited variety of food, poor quality of food, rising costs.

GOOD OUTWEIGHS BAD

The good apparently outweighs the bad, however, since only 2% said they planned to decrease either the types or the number of vending machines presently in use. No changes were contemplated by 79% of the executives while 21% planned on increases. Of these, 13% planned to add new types of machines and 10% planned to in-



* 1957 sampling of 240 NIRA members disclosed that 107 used vending revenues to support recreation programs.

**Marketing Research Report No. 325, Employee Food Services in Manufacturing Plants," U. S. Dept. of Agriculture. Copies available from Superintendent of Documents, U. S. Gov't Printing Office, Washington 25, D.C. Price 50¢.

crease current types.

Plans for increases in vending machine coverage were scattered over a variety of items, none mentioned by more than 8% of the executives. Leading the list were coffee, milk and soft drinks.

This corresponds roughly to present practices (see Tables II and III) and does not show any particular trend toward converting food services to a completely automatic basis.

In general the function of vending machines is restricted to coffee breaks and as a supplement to food facilities. As Table II indicates, few companies have a sufficient variety of vending machines to do away with food facilities.

Although Table III shows that almost three out of five plants have food vending machines, the term "food" was not defined. Apparently some respondents included such items as peanuts and candy in this category, for later interviews disclosed smaller proportions actually vending soup, sandwiches, pastries, etc.

Although executives were quick to name the advantages of vending machines they are also well satisfied with other food facilities. Asked, "Considering your plant's experience with food facilities, if you had the decision to make now, would you set up employee feeding facilities?" 94% stated that they would.

Whereas 81% found disadvantages in vending machines, 72% said there were drawbacks to management in having food facilities. High cost was by far the most frequent complaint (42%). Other disadvantages: takes much management time and attention (19%), employee complaints (17%) and lost production time (16%).

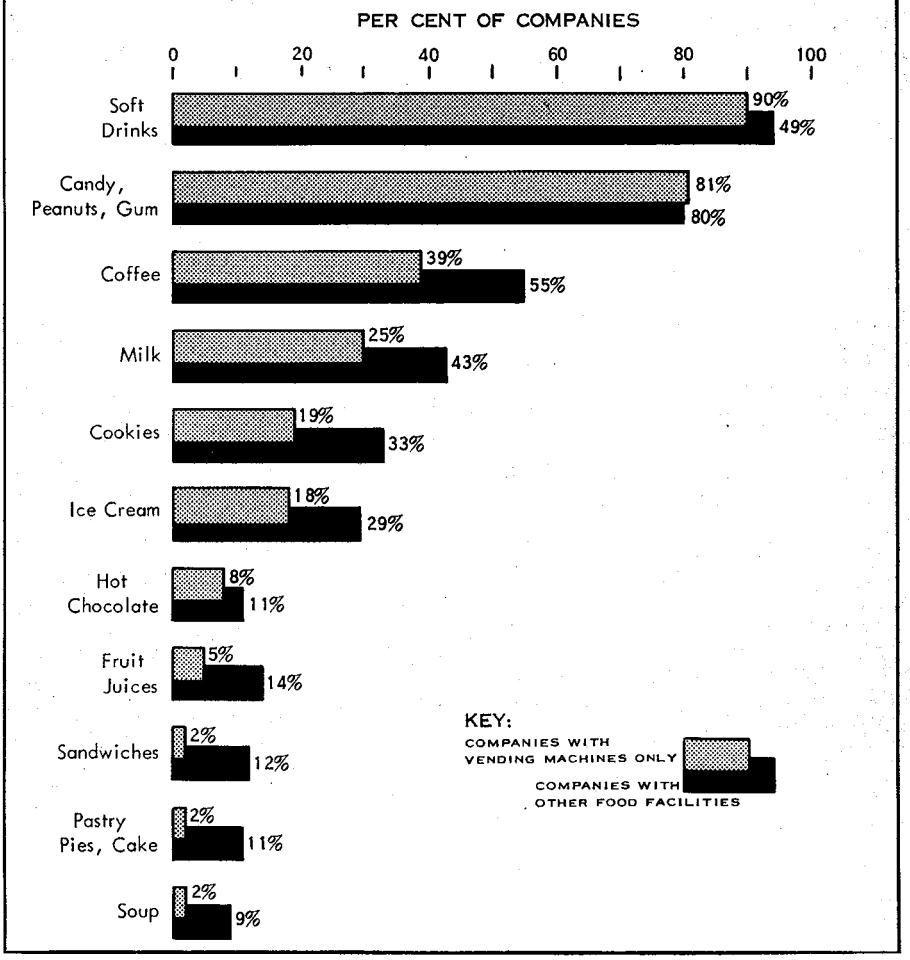
COMPANY SIZE MATTERS LITTLE

Regarding the size of the company, small plants were about as likely as large plants to have vending machines and to vend beverages. They were, however, less likely to have food or milk machines or to provide a wide variety of types.

In a separate study of plants with 100 to 249 employees (not shown in Table III), 83% provided vending machines. This approximates the 88% reported by larger plants.

By section of the country, too, there is little difference in the number of plants with vending machines, except that the West, with 77% is somewhat below the national average of 88%.

II. What Kinds of Food and Beverages Are Available?



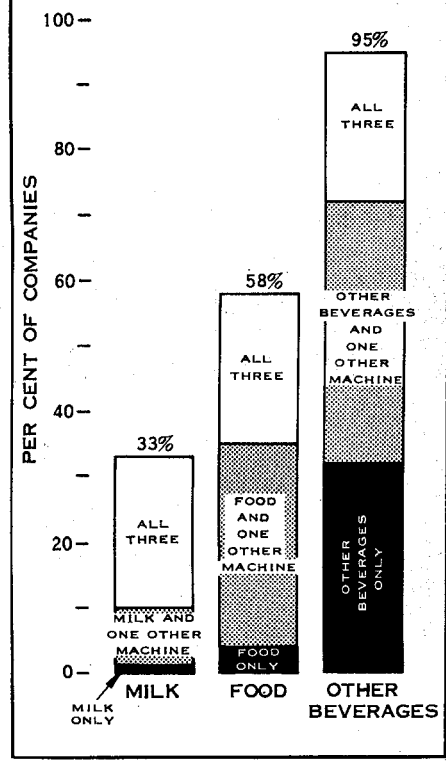
In both the South and the West, the tendency was to provide only beverages with less attention to vending food. Food is included among the vending services by:

70% in the North Central states
58% in the Northeast
43% in the South
34% in the West

As could be expected, those plants which do not offer any type of food service are also less likely to provide vending machines. (Among plants with food services 93% had vending machines while only 83% of the plants without food services had vending machines.) Yet when these non-serving plants do have vending machines, they usually play a more important role (see Table II).

The survey did not ascertain the dollar volume of food and beverages dispensed by vending machines. But, from a combination of inventory and purchase records, it is estimated that the 6,000 plants in the nation with more than 250 employees spend close to $260 million a year for food.

III. Types of Vending Machines Operated



by GORDON MORISON

FLIGHT PLAN *for employee travel clubs*

Step-by-step story of Stromberg-Carlson's European trip gives successful formula for planning group tours

Whether it was watching fireworks in Switzerland on the Fourth of July or listening to poetry reading in a "Beatnik" joint in Paris, employees of Stromberg-Carlson Division of General Dynamics Corporation, Rochester, New York, were unanimous in their opinion of their S-C Club-sponsored vacation trip to Europe:

"What a time!"

For one employee the two-week trip was the turning point of his life. Visiting his home town in Italy, he met the daughter of friends he had known when he left 46 years ago. Two months after the trip he returned to Italy, married the lady and brought her back to the United States.

But plans for the trip didn't develop as fast as that romance.

Actual preparation began nearly a year prior to the June 25 to July 11, 1959, trip.

"And that didn't give us enough time," said Recreation Manager Paul Neuman who handled arrangements. "I'd recommend that companies begin planning for their first trip at least a year and a half ahead. There must be time for employees to save for the trip and for travel agencies to make arrangements."

LATE STARTS CAUSE PROBLEMS

For companies, such as Stromberg-Carlson, which had a standard vacation shutdown period, Neuman explained, a late start on arrangements may cause difficulties in obtaining chartered airplanes at the time needed.

It was early August, 1958, when Neuman discussed the proposed European trip with the Executive Committee of the S-C Club, the employees' social and recreation organization, and received enthusiastic endorsement.

Travel agencies were contacted late in the month and various proposals were weighed.

USED LOCAL AGENT

"We decided to use a local agency," Neuman said, "because of the convenience of having a contact nearby. This is especially important on a first attempt such as ours."

Kalbfleisch Travel, Inc., of Rochester, lined up a 93-seat Trans World Airlines Super Constellation for the trip to Europe and a 71-seat Pan American DC6B for the return. The ground tour was formulated after discussion with several employees who already had expressed interest in going. Kalfleisch worked with Allied Travel, Inc., of New York on arrangements abroad.

Cost of the 17-day trip was set at $637, based on 65 round-trip passages. If more were obtained, a refund would be given during the flight to Europe. Besides air transportation both ways, the fee of $637 covered a guided tour with stops in England, Holland, Germany, Switzerland and France, and most meals. An extension to Rome, Nice and the Riviera was available for an additional $135.

These plans were drawn up during October and November. By December 1 the trip was ready for submission to Stromberg-Carlson's insurance counselors and legal department. With their approval, the package then went to management.

"Submission to management of a program with all details worked out is essential," Neuman pointed out. "With the insurance and legal problems answered, management is in a position to make a decision on the overall program."

Stromberg-Carlson management stamped its approval December 5, and the promotion campaign began immediately.

Following suggestions of the National Industrial Recreation Association Travel Council, Neuman prepared a four-page multilith folder using a map showing the European trip for the cover. Inside were pictures together with a detailed itinerary. The back page was devoted to cost information—such as meals, transfers, taxes and gratuities—and to other travel data.

The brochures were given widespread distribution in January through S-C Club departmental representatives and also were posted on bulletin boards.

First general announcement of the trip was made in January by the employee publication, *The Speaker*. The article included highlights of the trip and details of financial arrangements. A map of the tour was prominently featured. Follow-up articles with photos appeared monthly.

Neuman and the S-C Club President Henry Mandara began plans for forming a travel club which would meet monthly and would comprise those interested in the European trip. The first meeting took place late in January and 25 persons signed up immediately, making the required $100 deposit.

Monthly meetings of the club followed, with the programs answering questions concerning clothing, passports, baggage and other travel details.

GET TRAVELERS ACQUAINTED

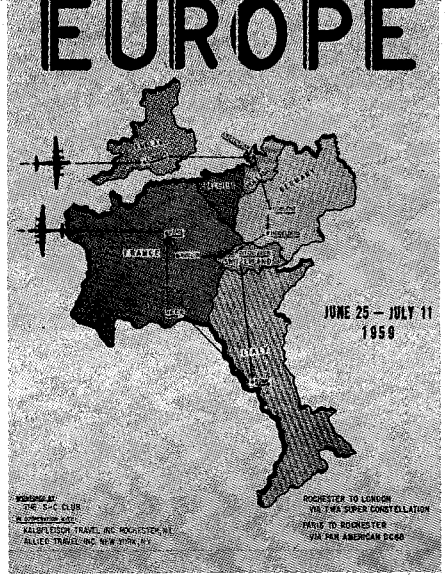
"We showed films about the various countries the group would visit," Mandara said. "We tried to familiarize them with the points of interest they would see so that they would have a better appreciation of them when they reached Europe. But our principal goal was to get the employees acquainted with each other."

Speakers from the travel agency, Pan American and Trans World addressed the group. Brochures on "Notes for the Photo Traveler Abroad," provided by Eastman Kodak Co., were distributed. Refreshments were served.

The monthly meetings helped to build interest. At each meeting the recreation manager reported the number of persons signed up and urged the group to discuss the trip and to invite



CLIPPINGS from Stromberg-Carlson house organ indicates the continuous publicity used to promote the tour.



FOUR-PAGE BROCHURE, given widespread distribution, gave complete details on tour costs and itinerary.

their fellow employees to go. The best salesmen for the tour were those who already had signed up. The problems faced in arranging the tour were discussed frankly at the meetings.

The price of the vacation was based on 65 round-trip passages, or the equivalent in one ways. April 1 was the deadline for achieving that many definite reservations.

"The deadline approached and we had signed only the equivalent of 50 round-trips—not enough to go," Neuman said. "We got an extension of time and began an all-out push."

A special letter was mailed to all employees' homes. Members of the Travel Club began a stronger selling job on their fellow employees. Announcements were renewed over the public address system. A large article and picture appeared in the employee newspaper.

In the May meeting of the Travel Club the situation was laid squarely before the members. The club was still short 10 but there were that many "maybes" who had indicated they might go.

Would those taking the trip agree to a slight increase in the cost to cover the passages which were not obtained? Yes! The decision was unanimous and the contracts were signed. Because most of the "possibles" did agree to go, the additional cost to each person was only $25. Payments were collected by June

During May the company's Medical Department gave the travelers vaccinations and prepared their international health certificates.

At departure time at the Rochester-Monroe County Airport, the S-C Club provided a Bohemian-type orchestra. The airport was thronged with friends and well-wishers as 71 boarded the plane. Only 52 returned on the chartered plane 16 days later, the rest staying in Europe on their own for an extended trip.

WATCH SIZE OF LAND TOUR

There were 42 on the land tour, and this number was just about right. The largest bus available for one part of the tour had 40 seats, and the tour chairman and one other rode in a special car which was provided. The cost could have been much higher had there been even three or four more on the ground tour because a second bus would have been required.

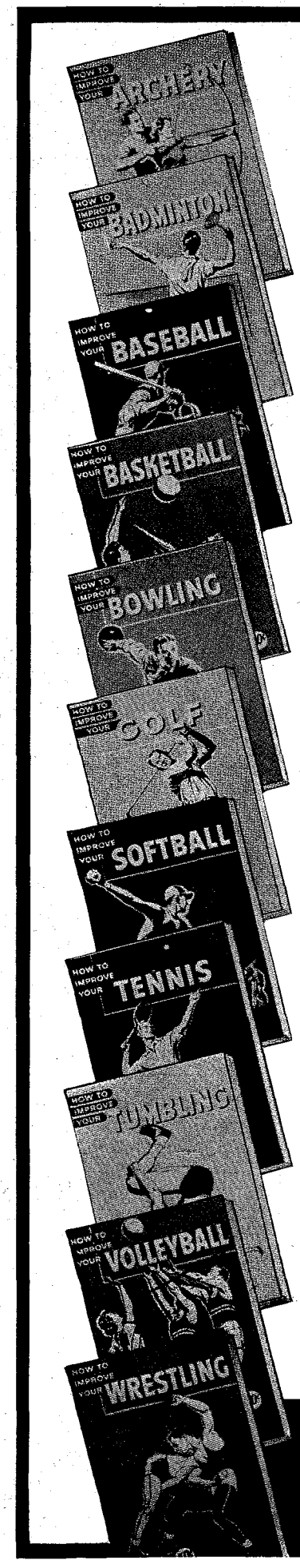
As a follow-up to the trip and in keeping with the NIRA Travel Council recommendations, the S-C Club sponsored a Photorama Night. Those on the tour brought their friends and showed their slides of Europe. Several projectors were run simultaneously.

With the discussion and comments which followed this trip, Neuman said, it should not be difficult to obtain the required number for another.

And what has happened to the Travel Club? It already is holding meetings to formulate plans for another trip next summer.

Stromberg-Carlson Tour Time-Table

August	Endorsement of tour idea by S-C Club, employee social and recreation organization.
September	Contact with travel agencies.
October	Discussion of route and selection of airlines.
November	Establishment of itinerary. Discussion of legal and insurance problems.
December	Submission of complete program to management and its approval. Printing of tour brochures.
January	Announcement in employee publication and on public address system. First meeting of interested employees and formation of Travel Club. Showing of TWA film on flight operations. Distribution of tour brochures.
February	Travel Club's second meeting. Film on Switzerland.
March	Travel Club's third meeting. Film on famous European cathedrals. Discussion of proper dress in Europe.
April	Extension of deadline from April 1 to June 1 for recruiting required number of travelers. Deadline for tour applicants to withdraw without financial penalty. Mailing letters to employees' homes. Travel Club's fourth meeting. Discussion of passport procedures and vaccination requirements. Film on photography abroad.
May	Increased promotion by loudspeaker, bulletin boards and employee newspaper. Talks by TWA and Pan American representatives about flight, food service, baggage allowance, customs. Distribution of flight bags.
June	Full payment due. Travel Club's sixth meeting. Checking passports and issuing tickets. Provision for insurance. June 25 flight take-off.
July	July 11 return of flight.
August	Photorama Night for tourists and friends.



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THE *Athletic Institute*

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NIRA Fish-A-Rama

ANNOUNCE POSTAL CONTEST WINNERS

Eight new industrial fishing champions were named Sept. 15, when NIRA's second annual postal fishing contest ended.

Led by a 102 pound Marlin hauled in by Jack Hill of Telemeter Magnetics, Los Angeles, Calif., the winning entries represented the best catches in company fishing contests held during the summer.

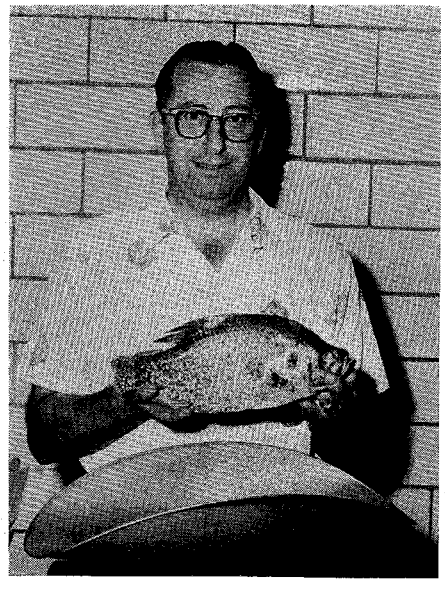
Although no world's records were broken, all catches were well above the average for each specie.

The postal contest is one division of the annual NIRA Fish-A-Rama. The other division, the national finals, features an eight-hour fishing duel between company fishermen at one of the nation's leading fishing resorts. This year, as last, the event was held at Paris State Park, Kentucky Lake, Tennessee. Results were not complete at press time.

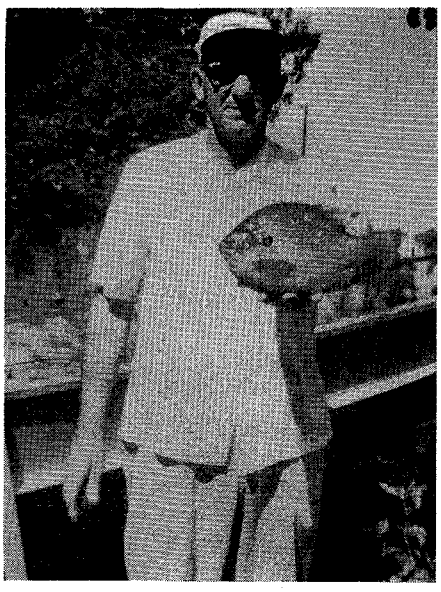
Both divisions of the Fish-A-Rama are conducted to add interest in individual company fishing contests.

Postal division results:

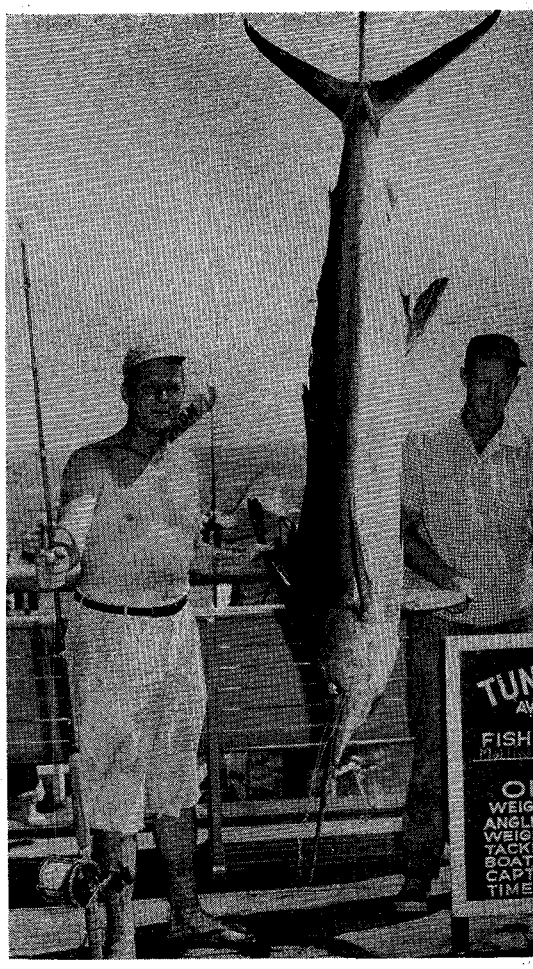
BASS
Southern Classification
George E. Griffith, Chemstrand Corp., Pensacola, Fla., 8 lb., 9 oz.
Northern Classification
Stan Wright, Dominion Foundries & Steel, Hamilton, Ontario, 5 lb., 9 oz.
NORTHERN PIKE
William Ehnert, Abbott Laboratories, North Chicago, Ill., 24 lb., 9 oz.
BLUE GILL
Don Bender, Whirlpool Corp., St. Joseph, Mich., 1 lb., 12 oz.
CRAPPIE
Henry Koehnen, Theo. Hamm Brewing Co., St. Paul, Minn., 2 lb., 4 oz.
WALLEYE
Joseph Burr, Dominion Foundries & Steel, Hamilton, Ontario, 8 lb., 2 oz.
SALT WATER
Jack Hill, Telemeter Magnetics, Los Angeles, Calif., 102 lb. Marlin
Frank Spires, Chemstrand, Pensacola, Fla., 52 lb. Tarpon
WOMEN'S CHAMPION
Dorothy Browere, R. R. Donnelley & Sons, Chicago, Ill., 100 lb. Marlin



CRAPPIE champion is Henry Koehnen, Theo. Hamm Brewing Co., with his 2 lb., 4 oz. prize catch.

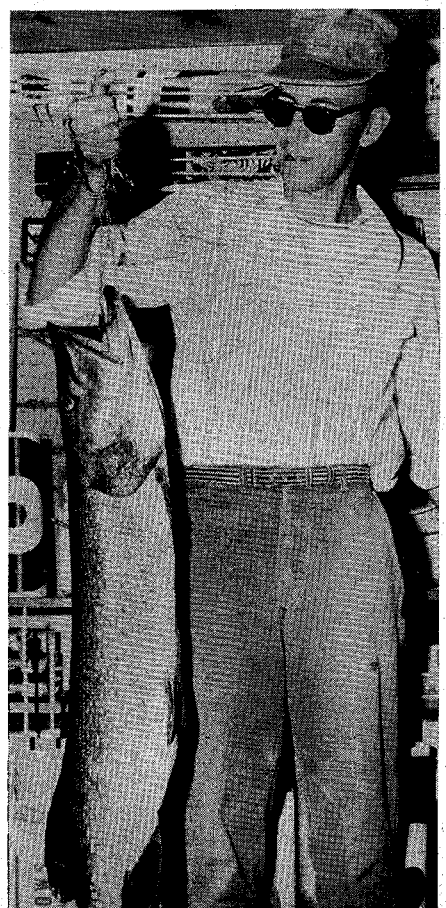


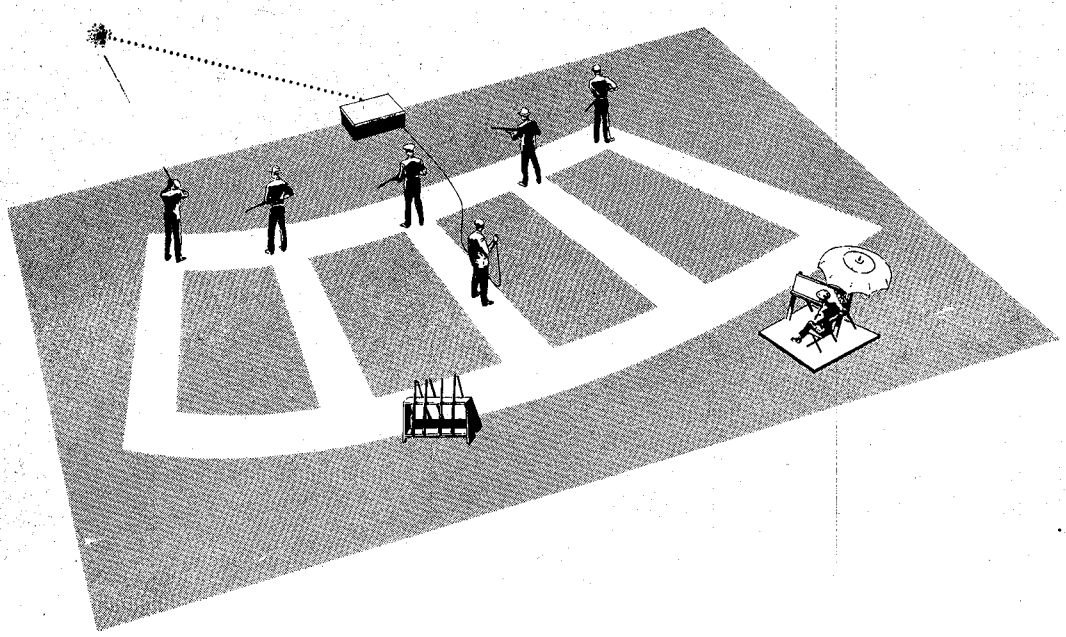
BLUE GILL trophy went to Don Bender, Whirlpool Corp., for this 1 lb., 12 oz. catch.



SALT WATER winner (men's classification) was this beautiful 102 lb. marlin by Jack Hill, Telemeter Magnetics.

NORTHERN PIKE caught by Roger Gulbransen, Theo. Hamm Brewing Co., took runner-up honors (18 lbs., 9 oz.)





TRAP

TRAP . . .

. . . strongly competitive, easily handicapped, trap's sporting characteristics appeal to hot shot and dub

Ask 10 people what is the difference between trap and skeet, and you're likely to seen nine blank expressions.

This has been the experience of a man who earns his living promoting shooting sports.

Why the confusion? To the casual observer, both games seem very similar: you fire a shotgun at a clay pigeon. But to the experienced shooter, there's a world of difference.

In trapshooting, the shooter fires from five positions, 16 yards behind the trap (see drawing above). These positions, called Stations and numbered from the left, are three yards apart.

Trap targets are always thrown away from the shooter at unknown angles within a 94 degree arc. The uncertainty of where the target will appear next keeps the shooter on his toes and contributes substantially to the sporting element of the game.

TRAJECTORY VARIES

The target flies in a low trajectory which is also varied. The average target is hit, on the rise, about 35 yards from the trapshooter.

In competition, the shooter fires five shots from each of the five stations. A complete "round" consists of 25 shots.

The strong competitive element in trapshooting attracts and holds experienced shooters. It also appeals to new shooters because of the simplicity of its rules and its sporting characteristics.

Possibly the main reason trap enjoys greater popularity than skeet lies in the ease and accuracy in which a trap contest may be handicapped. The more skilled gunners are moved a distance of 17 to 25 feet back from the trap house depending on their comparative abilities. The Dayton Industrial Trapshoot league uses the following handicap system based on the average number of targets broken in 100 shots:

86 and more	25 yard line
85-84	24 yard line
83-82	23 yard line
81-80	22 yard line
79-78	21 yard line
77-76	20 yard line
75-74	19 yard line
73-72	18 yard line
71-70	17 yard line
69 and less	16 yard line

Teams as well as individuals may also be handicapped on a similar basis. In its annual industrial trapshoot (see Recreation Roundup, page 16), the Armco Steel Gun Club requires all shooters on each five-man team to shoot 50 birds, the first 25 from the 16 yard line, the second 25 according to this team handicap scale (based on 125 shots):

125-121	24 yard line
120-116	23 yard line
115-111	22 yard line
110-106	21 yard line
105-101	20 yard line
100-96	19 yard line
95-91	18 yard line
90 or less	17 yard line

This method is especially advantageous when the shooters do not have established handicaps.

In addition to singles events where all shooters fire from the 16 yard line regardless of skill and handicap events, doubles are also a very popular contest. In this event, the clay bird trap is adjusted to release two targets simultaneously at fixed angles, one to the right and the other to the left. The shooters have two shots for each pair.

OTHER TRAPSHOOT GAMES

Another interesting variation to the standard trapshoot is a game called protection. Five two-man teams take positions, one at each station, 20 yards or more from each traphouse. The teams shoot in rotation.

Both members of a team get ready. If shooter "A" misses, shooter "B" can then fire to protect the score, and a hit counts as a dead bird.

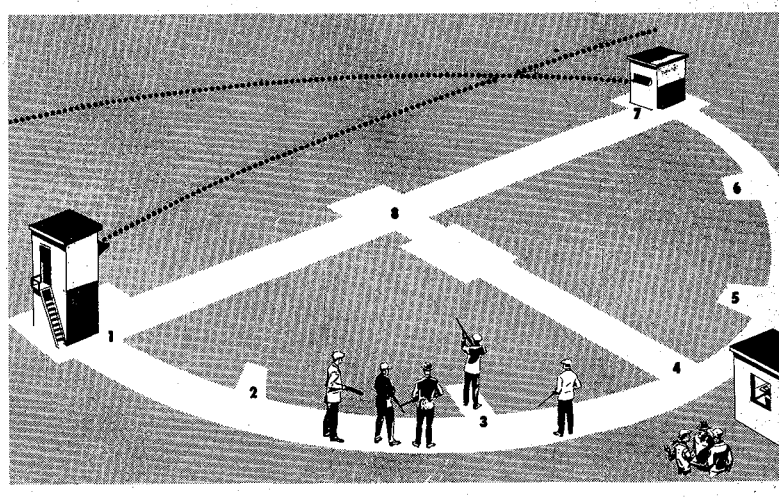
If shooter "B" fires at a target his partner has broken, or before his partner fires, it counts as a lost bird for the team.

Shooters "A" and "B" rotate from station to station. The team breaking the most targets wins.

In yet another variation, called the quail walk, the contestant, shotgun in hand, not at his shoulder, starts walking from the 25 yard line toward the trap house. He gets his target anytime during the walk.

To compete in registered shoots, gunners must be members of the Amateur Trapshooting Association, Vandalia, Ohio. Complete registration information, official rules and other data on trapshooting are available from this source.

OR SKEET?



What are the differences between these two popular shooting sports and how can they adapt to your program?

SKEET . . .

. . . for excitement and fast gun handling, skeet is a fascinating form of year-round shooting fun

Despite the popular conception that trap and skeet are two different ways of doing the same thing, followers of the two sports will tell you that the techniques are so radically different that the two are not really related.

Purely an American invention devised by trapshooters, skeet equalizes shooting competition by having each shooter take the same series of shots.

In trap, the flight of the targets constantly varies, but always in a general direction away from the shooter. In skeet, targets always follow the same path, but as the shooter moves from station to station he fires at incoming, outgoing and crossing targets (see drawing above).

HIGH HOUSE, LOW HOUSE

The targets are thrown from two traps, one placed in the "high house" 10 feet from the ground, the other in the "low house" three and a half feet from the ground. The two houses face each other 40 yards apart and throw the targets over the other house always in the same line, at the same elevation.

As in trap, a round of skeet for one shooter is 25 shots, and the normal skeet squad consists of five men. Two targets are shot from each of the eight stations—one from the high house and one from the low house.

Doubles (targets released simultaneously from both houses) are then shot from stations 1, 2, 6 and 7. The 25th shot is called the optional and is a repeat of the first miss. If the shooter breaks all 24, he can call for any target he chooses as his optional shot. All shooters fire two shots from the same station before moving to the next.

As can be seen by comparing the procedures and the layouts of the two fields, skeet cannot be as effectively handicapped as trap. However, hot shots can be cooled off by requiring them to shoot two or three yards behind the line at stations 2, 3, 4, 5 and 6, or by requiring them to use a 28 or .410 gauge shotgun.

Another method of insuring everyone an equal chance at the prizes is to classify the shooters according to skill. In the National Skeet Shoot, contestants are placed in the following classes based on the average number of targets hit with a minimum of 200 shots:

AA	97.00% and over
A	94.00 to 96.99%
B	91.00 to 93.99%
C	88.00 to 90.99%
D	84.00 to 87.99%
E	83.99% and under

For a company league which may include many beginners, these classifications are usually lowered, broadened and cut in number from six to three or four classes.

This fascinating form of shotgun shooting is increasingly becoming a real family sport. Appealing doubles teams, similar to those used successfully in golf and bowling, help build interest. This is one sport in which women can definitely compete on the same level as men.

In shooting technique, the chief difference between skeet and trapshooting is the position in which the gun is held when the shooter gives the command to release the target. In trap, the shooter has the gun on his shoulder, while in skeet he holds the gun with the stock in a lowered position bringing it to his shoulder only when the target appears.

SPACE REQUIREMENTS

Since the gunners fire in many directions, an area measuring 300 x 600 yards is required for a skeet field. The two sports can be combined in the same facility by laying out the trap field inside the skeet field. Trap by itself requires an area 100 x 300 yards for one field.

Both skeet and trap fields can be laid out side by side, of course, so two fields will not require twice the area as one field.

In skeet, any shotgun, except a single shot, is quite suitable. However, an open choke is recommended. The secret to successful skeet shooting is in judging leads correctly, and, in the double shots, swinging from the first target to the second without losing the proper sight alignment.

Complete plans for laying out a skeet field as well as additional information on rules, events and other items may be obtained from the National Skeet Shooting Association, 3409 Oakland Ave., Dallas 19, Texas.

Material on both games is available from the Small Arms & Ammunition Manufacturers Institute.

Executive Leisure

How does the boss regard his own leisure time; what does he do with it; and what would he do with more?

Sentenced to long hours and short vacations, today's business executives yearn for more leisure.

But their leisure chasing is like a dog chasing a car . . . they're not sure what to do with it once they get it. Many are downright afraid of it.

With this preface, the HARVARD BUSINESS REVIEW plunges into a revealing investigation of executive leisure presented by two men engaged in a broad study of leisure for the Twentieth Century Fund.

Executives work hard and long. For the 5,000-plus who responded to the authors' survey, the average work week is 55 hours, including work time at the office, home and the inevitable business entertaining. It does not include travel to and from the office or other business travel.

Yet the burden of these long hours is eased by the fact that he enjoys his job greatly and likes to mull over its problems more or less constantly. All signs point to his getting the greatest satisfaction and excitement from the job—not from off-the-job activities.

Nevertheless, executives are beginning to see leisure in a new light. They are beginning to question some of the assumptions which have led them to work longer hours than their own employees, and, indeed, almost any other group in the population.

"I'm for leisure. The 70-hour-a-week executive is old-fashioned," says George T. Delacorte, president of Dell Publishing Co., Inc. Other executives agree. In fact, 73% of those replying to the survey said they would like more time for nonbusiness activities. (See Table I.)

Asked how they would like to spend their time if they had more leisure, the largest number mentioned self-improvement with participant sports ranking second. Spectator sports and handicrafts drew the least interest.

A related question bears out this view point. Table III indicates the various goals that executives consider to be valid end purposes of leisure.

In this case the executives are thinking, not just of themselves, but more generally and with reference to their employees. Here again, self-improvement through education and culture is cited by the largest number of them. Leisure as an end in itself, for one's own amusement, comes third on the list.

Now, compare the similar answers to these two questions with the results listed in Table II. The difference in what executives think they should do with more leisure as contrasted with what they actually do with leisure time makes one wonder how intense their desire for good reading, education and culture can be when out of 33 free hours, the executives give only five hours to literary and cultural pursuits and 22 to hobbies, sports, TV, movies and so on.

Is self-improvement by now a conventional answer, the "proper" reply to make?

Unfortunately, this discrepancy confuses the clear-cut answer an industrial recreation director might hope for in a survey of this type.

Those interested in getting greater participation by top management in the company program will be comforted by the knowledge that executives are at least favorably disposed toward greater activity.

Taking the survey results at face value might also tell him how to appeal to the executives and then in what activities he could expect them actually to participate.

The authors conclude that while today's executive feels more free time for himself is a natural and proper thing to wish for, he has not yet reached the point where he is willing to do anything decisive about achieving it. As a member of a dominant group in our society, he hesitates to use his weight in furthering his cause.

Based on "Problems in Review: Executive Leisure," by August Heckscher and Sebastian de Grazia, HARVARD BUSINESS REVIEW, July-August 1959. Reprints of the complete article are available for $1.00 from HARVARD BUSINESS REVIEW, Soldiers Field, Boston 63, Mass.

Executive Thoughts on Executive Leisure

I. How WOULD he spend more leisure time?

Would like more leisure time	**73%**
Would not like more leisure time	**20**
Not answering	**7**
Would use more leisure time for:*	
Self-improvement: reading, education	82
Participant sports: golf, bowling, etc.	75
Home improvement: gardening, building	72
Back to nature: hunting, fishing, camping	68
Social activities: visiting, playing cards	65
Civic activities: church, school, politics	59
Cultural activities: music, museums, etc.	58
Spectator sports: baseball, basketball	45
Handicraft: pottery, furniture, etc.	38

*percentages based on number who would like more leisure

II. How DOES he spend leisure time?

	Hours per week
Hobbies: sports, TV, visiting, relaxing, etc.	**21.8**
Cultural activities: includes good reading	**5.2**
Study: to further career	**3.5**
Civic and political activities	**2.4**
Church activities	**2.1**

III. What are valid END PURPOSES?

Self-improvement through education and culture	**79%**
A refresher to enable you to do better work	**72**
An end in itself for the fun it provides	**54**
Better the community through church charitable and related activities	**51**

New Post For Edmund

NIRA past president, W. H. (Bid) Edmund, former director of recreation for The Goodyear Tire & Rubber Company, Akron, Ohio, has been appointed Executive Consultant for that company.

In his new post Bid will be spending full time representing Goodyear all over the country, doing extensive public speaking and handling other company external assignments.

"I have had 17 wonderful years in industrial recreation preceded by seven years in public recreation," said Edmund. "Now I take this experience nationwide to meet thousands of other folks—a kind of 'Industrial Paladin—have talks, will travel.' "

Charles Bloedorn has succeeded Bid as Goodyear's recreation director.

Outboard Sales Climb

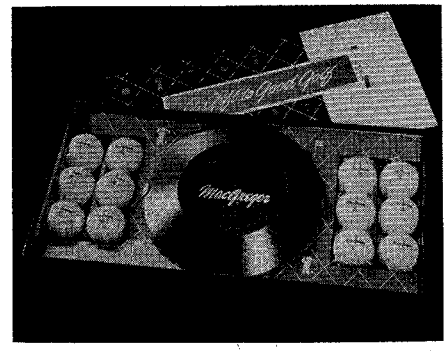
Total dollar volume for retail sales of new outboard motors, boats and trailers will hit a record $465 million this year according to the Outboard Boating Club of America.

This represents a sales jump of more than $45 million more than last year. Motor sales will account for almost half the 1959 total—some 540,000 are expected to be sold this year.

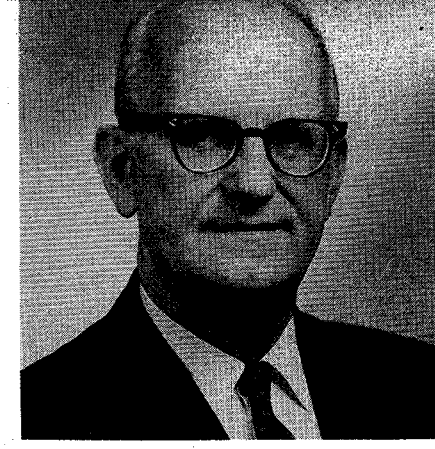
Gift to Good Golf

The new MacGregor "88" liquid center golf ball is being introduced in a special Christmas gift pack that's "all golf." The gift set includes a heavy gauge, green plastic putting cup available for the price of the golf balls alone.

This "gift to good golf" comes in a three ball pack as well as dozen and half dozen sets. Prices range from $3.75 for the three-ball set to $7.50 and $14.75.



MacGregor's new golf ball gift pack



Goodyear's W. H. (Bid) Edmund

Promote Bowling Contest

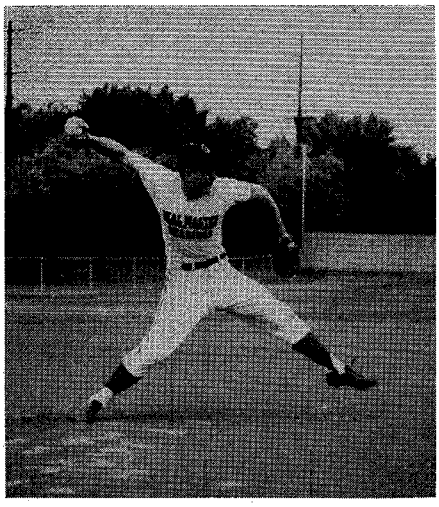
Buy a box of Wheaties, brush up on poetry and rush to the nearest bowling center—you'll be in the running for 2,500 valuable prizes with a chance at the top award of $20,000.

This "Bowling Bonanza" jingle contest is being promoted by General Mills and American Machine & Foundry Company. Anyone is eligible to enter by clipping the entry blank from a box of Wheaties. Then he bowls a qualifying game (score doesn't matter) in any bowling center, has the entry blank countersigned by the establishment's owner or manager and completes the four-line jingle on the entry blank.

Prizes include 500 AMF bowling sets (ball, bag and shoes) plus 1,000 AMF bowling balls and 1,000 pairs of shoes.

Industry Again Sweeps World Softball Championships

Behind the amazing performance of ace pitcher Harvey Sterkel, the Stephens-Adamson Mfg. Co., Aurora, Ill., captured the men's fast pitch World's Softball Tournament last month in Clearwater, Fla.



S-A's Harvey Sterkel

Losing their first game in the double elimination tournament, the S-A Sealmasters became the first team in the meet's 26 year history to come all the way through the loser's bracket to take the title.

To turn the trick, the Sealmasters had to win three games on the last day of the tournament. Winning the semi-final event in the morning, the Sealmasters were pitted against the powerful Clearwater Bombers in the finale.

Sterkel threw a two-hitter at the Bombers to win 1-0. But since that was only Clearwater's first defeat in the meet, the Sealmasters had to repeat the performance to eliminate the Bombers.

Sterkel had already pitched 14 innings that day, but he went again, this time to shut out the Bombers 1-0 in 10 innings to win the championship.

Last year's winner, the Raybestos Division, Stratford, Conn., settled for third place after losing in the late rounds to the Sealmasters and Clearwater.

In the women's tournament, however, the Raybestos Brakettes successfully defended their championship going all the way behind the brilliant hurling of Bertha Ragan.

Mrs. Ragan blanked a commercial team from Portland, Ore., in the final, to ring up her seventh shut-out while winning eight World tournament games over the past two years.

More than 16,000 spectators jammed Raybestos Memorial Field, Stratford, Conn., on the last night to watch the Brakettes keep the title.

In the Industrial Division of the Slow Pitch tournament, General Electric's Turbine Jets of Cincinnati, Ohio, won their third consecutive championship with a 7-6 decision over their cross-town rivals, Proctor & Gamble.

All the World Softball Tournaments are conducted by the Amateur Softball Association.



ARMCO STEEL'S winning team in the 10th annual Armco Trapshoot (l-r): Pete Schul, Arnold Smith, Roger Lawson, Stan Neanover, Raymond Winglewich.



HIGH GUN in the Armco meet: James Cain, Champion Paper & Fibre Co.

RM RECREATION ROUNDUP

Armco Wins Trapshoot

For the second consecutive year Armco Steel Corporation won the championship in their own Armco National Industrial Invitational Trapshoot.

But this year the job was more difficult. Nine more teams competed than in 1958 to swell the field to 70 squads and 350 shooters. In addition, the Westerner Club of Western Cartridge Co., East Alton, Ill., took a commanding five target lead after the first round.

Then, dropping back to handicap distance for the second round, Armco came back strong popping 117 of 125 targets to edge Western Cartridge.

High gun honors in the 10th annual event held at the Middletown Sportsman's Club, Middletown, Ohio, Sept. 6, went to James Cain of Champion Paper & Fibre.

Cain fought his way through two additional shoot-off rounds to win the individual championship. His near-perfect score of 99 x 100 broke a seven-way tie for high gun.

National Cash Register, winners in 1956, came in third only two birds off the championship pace. After tying for fourth place at the end of the regulation two rounds, Frigidaire Division beat out Aeroproducts Operations, both from Dayton, in a shoot-off, 115 x 125 to 109 x 125.

The victory was Armco's third in the meet's history.

Results:

Team Standings	Targets Broken
Armco Steel, Middletown, Ohio	235
Western Cartridge, E. Alton, Ill.	234
Nat'l Cash Register, Dayton, Ohio	233
Frigidaire Div., Dayton, Ohio	232
Aeroproducts, Dayton, Ohio	232

High Gun	Targets Broken
James Cain, Champion Paper	99 x 100
George Wagner, NCR	98 x 100
Warren Gansman, West. Cartridge	97 x 100
Delmar Schlindler, Delco	95 x 100
Jack Sinking, Cincy Milling	73 x 75

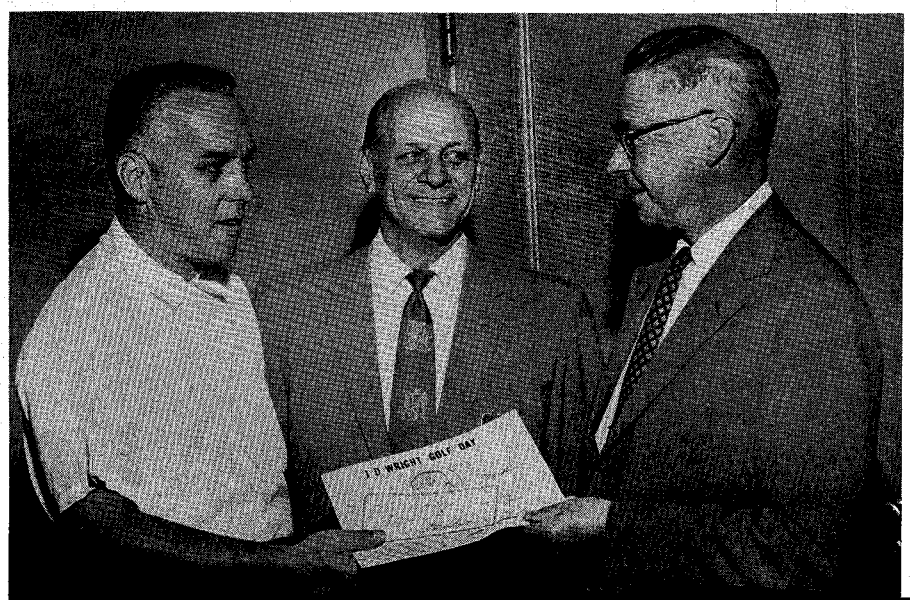
Beat the Boss

Every year, employees of Thompson Ramo Wooldridge, Cleveland, Ohio, do their best to beat the boss at golf. It isn't an easy job.

J. D. Wright, chairman of the board and chief executive officer, is well acquainted with the problems that lie between tee and green.

Of 617 Thompson golfers who tried this year, only 88 managed to better Wright's net score of 68. For their efforts they each received a handsome certificate and the right to bore co-workers with tales of their prowess.

But with a 50¢ contribution per golfer, for a total of $308.50, the real winner was the Babe Didrickson Cancer Fund.



BENEFIT CHECK from "Beat the Boss" golf day at Thompson Ramo Wooldridge is handed to Board Chairman R. D. Wright (r) by John Hillier, golf league president and Ben Kozman, recreation director.

Win Industrial Bridge Title

Western Electric Co. of Chicago topped a field of 35 entries from all over the United States to win the Commercial and Industrial Duplicate Bridge championship sponsored by the American Contract Bridge League recently in Chicago.

The Western Electric team won with 32 boards just nosing out Grumman Aircraft Engineering Corp., Bethpage, N. Y. In third place was Automatic Electric Co. followed by the U. S. Post Office.

In winning the championship, Western Electric won the right to a year's possession of the Association of American Playing Card Manufacturers trophy.

The Commercial and Industrial competition is open to teams of four, five or six players who must be either full-time or pensioned employees of the same commercial or industrial organization. No master point requirements are necessary for participation. For information on next year's meet, write the AAPCM, 420 Lexington Ave., New York 17, N. Y.



WESTERN ELECTRIC'S bridge team received the winning trophy in the American Contract Bridge League's Commercial and Industrial Team Championship.



FALK (above) and Cessna were finalists in Nat'l Baseball Congress playoffs.

Industry Scores in Baseball

Baseball clubs from The Falk Corporation, Milwaukee, Wis., and Cessna Aircraft, Wichita, Kan., finished in a fourth place tie in the 25th annual National Championship Baseball Tournament, held in Wichita, in late August.

Both organizations have been sponsoring baseball clubs for the past two decades. Cessna has won four Kansas baseball championships in the past while Falk has won five Wisconsin state titles.

The tournaments are sponsored by the National Baseball Congress.



imagination and resourcefulness are vitally important to the success of any industrial recreation director.

WHAT'S THE BIG IDEA?

"Old stuff" is no fun. It's the fresh approach, the new wrinkle that make your program grow in popularity.

The big ideas which do the job best are reported each month in R/M.



Avco Holds NIRA Workshop

More than 50 recreation directors attended the NIRA Region I Workshop, co-sponsored by the Avco Corporation, held Sept. 29 in Boston Mass.

Avco's Activities Coordinator, Bob Moss, served as general chairman of the event with able assistance from General Electric's Oscar Pope. The program featured four panel discussions on recreation problems ranging from evaluating and promoting employee recreation, responsibility and direction of the program and financing. E. W. Stupak, Avco's personnel relations manager was the key speaker.



HEAD TABLE at Region I workshop included (l-r, seated) Oscar Pope, General Electric; Bob Moss, Avco; E. W. Stupak, key speaker, Avco; John Leslie, 3M and NIRA president; (standing) Oskar Frowein, Republic Aviation and NIRA executive secretary Don Neer.

Plan '62 NIRA Conference

A joint meeting of the board of directors of the New York Industrial Recreation Directors Assn. and the Long Island Industrial Recreation Assn. was held Sept. 30, to discuss preliminary plans for the 1962 NIRA Conference and Exhibit slated for New York City.

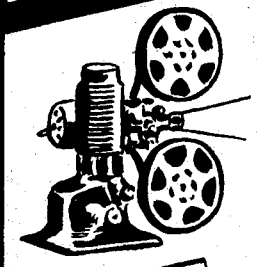


JOINT SESSION of New York and Long Island industrial recreation associations met to discuss 1962 conference arrangements. Fred Ridolph, Long Island Fund, heads the Long Island group, and Roy Lindberg, Bankers Trust Co., is the New York association's president.

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CP-20—RECREATION MANAGEMENT

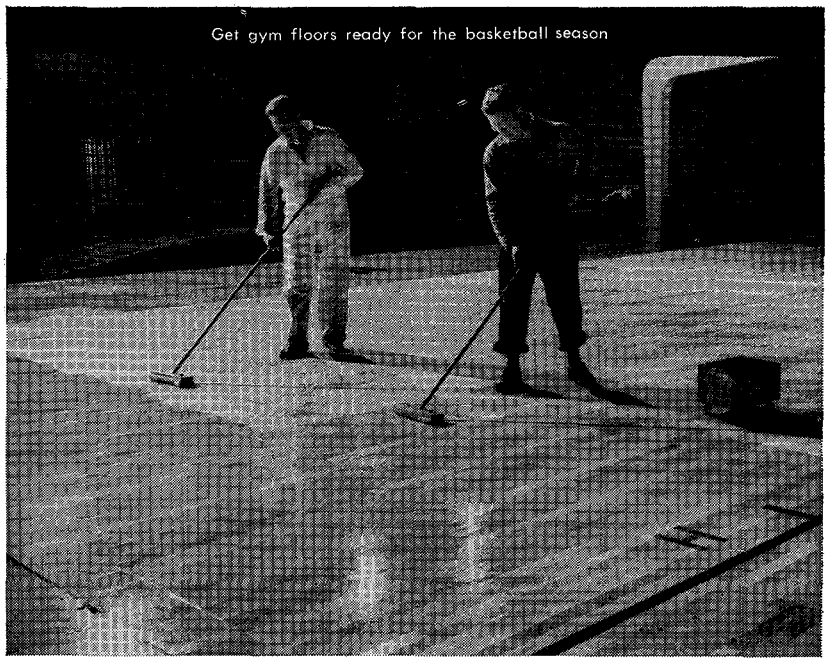
BS in recreation with two summers' exp. as camp counselor. Leadership qualifications in all athletics, dancing, camping and crafts. Acceptable salary $4300. Age 23.
CP-21—RECREATION MANAGEMENT

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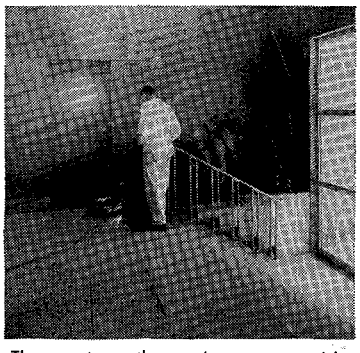
Holiday breaks give you the chance to bring floors back to top condition, after the first months of wear.

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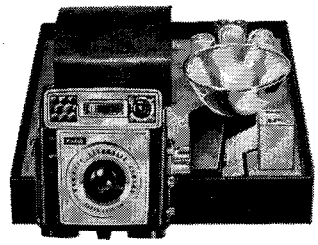
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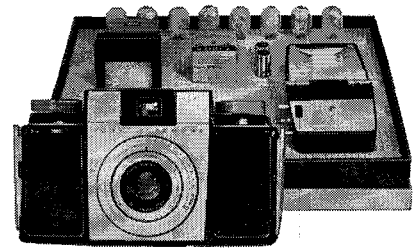
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Get more details on gift opportunities with Kodak cameras. Mail coupon. No obligation.

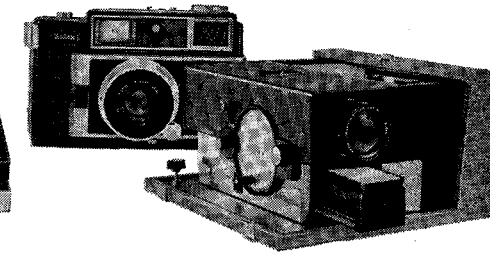
Prices are list and subject to change without notice
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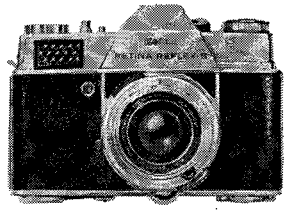
New Brownie Starmatic Outfit. Just aim and shoot! Built-in exposure meter sets lens automatically. Complete outfit including camera, case, flasholder, bulbs, batteries and film—$45.95. Camera alone—$34.50.



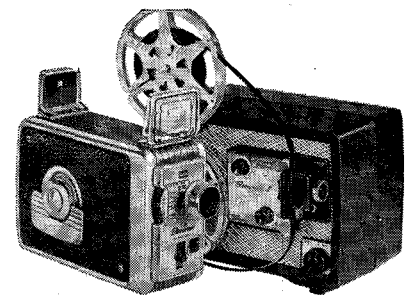
Kodak Pony II Outfit. Low-cost miniature for 35mm color slides, as well as snapshots. Complete outfit, including camera, flasholder, bulbs, batteries, slide viewer, and film—$42.95. Camera alone—$29.50.



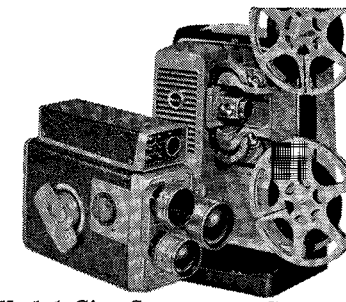
Kodak Signet 80 Camera. American classic 35mm miniature. Built-in exposure meter, *f*/2.8 lens. $129.50. Other Signet Cameras from $82.50. Automatic Kodak Cavalcade Projectors—$124.50 to $159.50.



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NIRA Bylaws

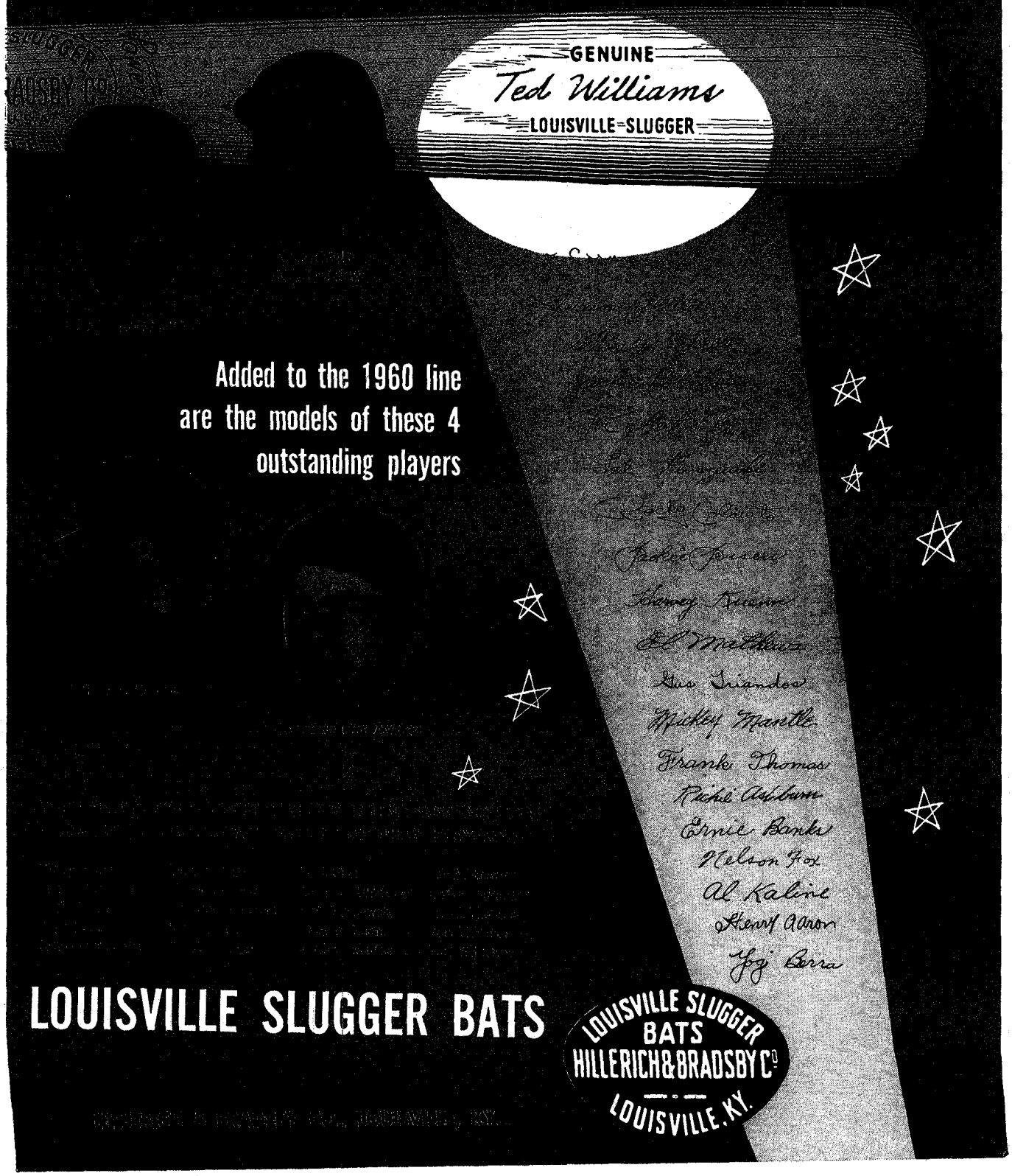
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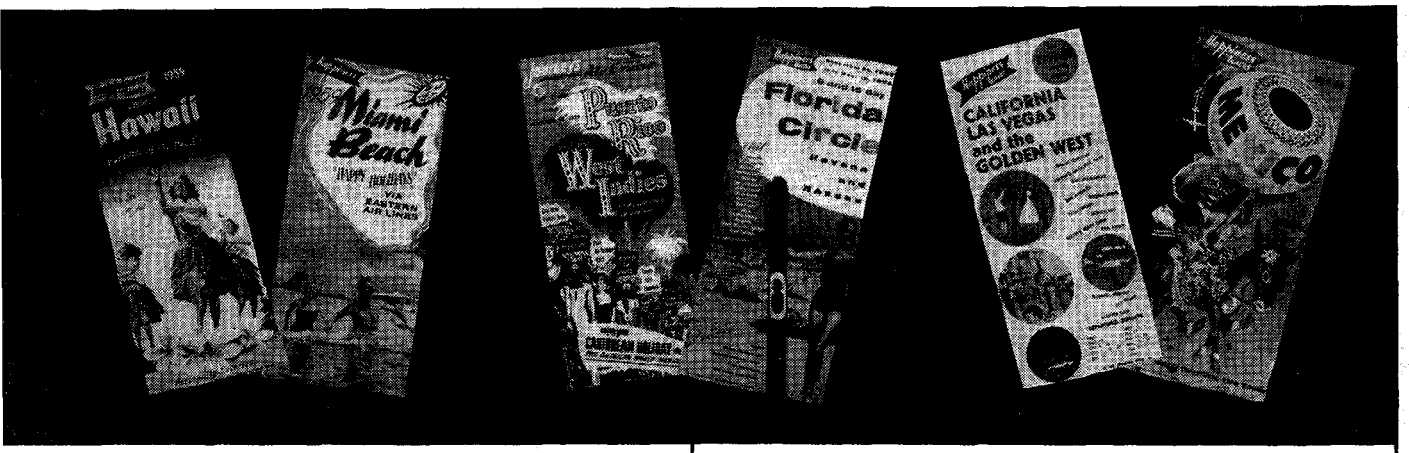
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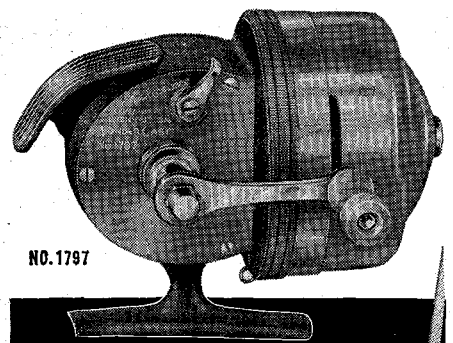
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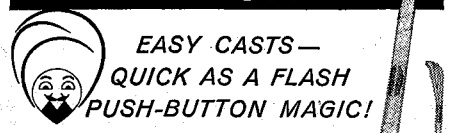
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RECREATION MANAGEMENT

THE NATIONAL MAGAZINE OF RECREATION IN BUSINESS AND INDUSTRY

WHY . . . a National Industrial Recreation Association?

The public and private agency answers to recreation programs and problems is not necessarily appropriate to business and industry. As early as 1941, industrial recreation executives recognized this fact and created the Recreation Association for American Industry, known today as the National Industrial Recreation Association.

Immediately, management supported this new association as the national clearing house for the latest trends and practices in the field of industrial recreation. Focal point was the annual national conference and exhibit to which business and industry could send their key representatives who were handling their company recreation programs.

In 1942, business management demands for more information in this field led to the publication of a regular monthly newsletter service with Idea Clinics for the membership.

This service was augmented in 1958 by the Association's own official publication, RECREATION MANAGEMENT, the only national monthly magazine edited exclusively for the recreation director of business and industry.

The ready acceptance of R/M by management and advertisers as the official publication in the field justified the judgment of the Association's elected officers.

This 1960 NIRA ANNUAL, like the Association's many manuals, is a major contribution to the literature in this field. The contents make it an invaluable addition to your office files.

As we move into the leisure abundant '60's, business and industry are more than ever concerned with the provision of proper year-round programs of recreation for their employees.

NIRA, their national association with combined memberships of more than 800 U. S. and Canadian firms, is meeting the pressure of increased demands for industrial recreation facilities guides, travel club manuals, financing advice, participation surveys, program analyses, legislation, national tournament sponsorship, regional workshops, insurance, salary statistics, personnel placement and answers to any and all problems in this important area of business management.

Based on 18 years experience, these services fill a need not available any where else. This is why—a National Industrial Recreation Association.



Don L. Neer
NIRA Executive Secretary

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TOP MANAGEMENT SPEAKS:

Employee recreation programs pay big dividends in promoting job efficiency, morale and a strong sense of company loyalty

At Firestone we believe a good recreation program is an integral part of an efficient industrial organization. And there is nothing new in this belief.

Nearly 45 years ago, my father, Harvey S. Firestone, founder of our company, realized the importance of recreation and industry's responsibility to its employees in this matter.

"It is a part of the duty of large industry to make its own neighborhood a fit place to live and play in," he stated. He then began building one of the most complete industrial recreation establishments for employees in the United States.

To be successful and accomplish its purposes, a recreation program must be as varied as the interests of those it serves. Since its inception the Firestone recreation program has attempted to offer a wide variety of sports and activities to meet the needs and desires of employees.

The Firestone Clubhouse—the first of its kind in the entire Akron area—was opened in 1916 for employees and their families.

This four-story building contains an employee dining room and cafeteria; an eight-lane bowling alley used by more than 1,000 league bowlers each season; a large indoor swimming pool; and auditorium seating 2,000 persons. Hundreds of employees participate in basketball and volleyball leagues, and many others make use of the facilities for shuffleboard, badminton, table tennis and indoor golf practice in the auditorium.

The clubhouse also serves as the center of activity for clubs and organizations and houses the offices of our recreation department.

The Firestone Stadium, built in 1924, provides three softball diamonds for league play and eight horseshoe courts. During the fall it is the scene for flag football league play. Beneath its concrete grandstand are ranges for the rifle and pistol shoots.

All of our clubs and activities are organized and guided by employees themselves under the administration of our recreation department.

Two 18-hole golf courses offer facilities for employee golf leagues and other summer outings. The Firestone Country Club is a closed membership course for Akron employees. The other course is open to the public as well as to Firestone men and women.

A modern new clubhouse at the Country Club, opened this past summer, offers the latest in facilities. We are proud of the fact that this fine establishment, built for our employees, was chosen as the site of the 1960 P.G.A. tournament to be held next July.

Being a family program our recreational plan also includes activities for the children . . . bowling leagues, swimming and basketball. The company sponsors five Boy Scout troops, two Explorer Posts, and two Girl Scout troops.

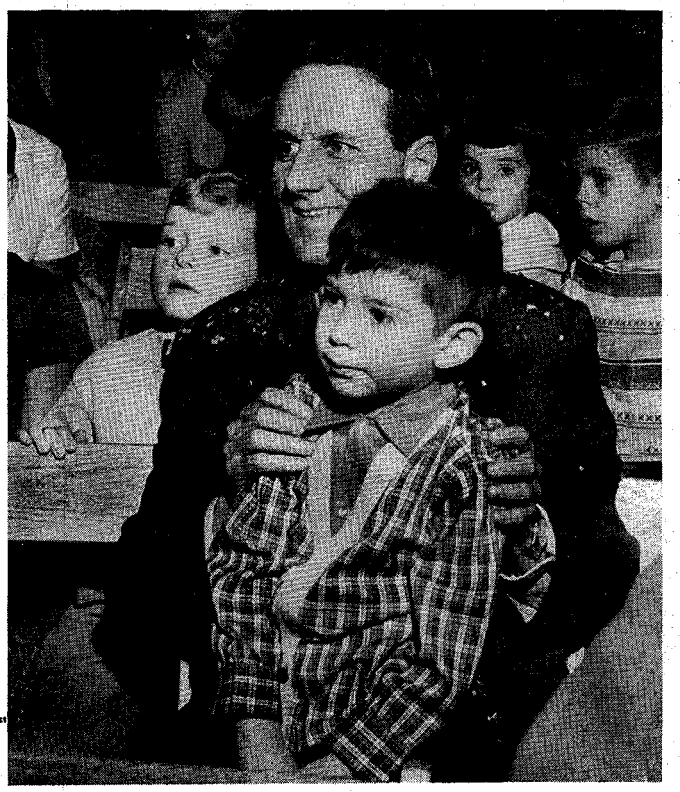
One of the largest events is the Christmas Party for children of employees. Each year more than 10,000 youngsters and their parents wend their way to the gayly decorated clubhouse auditorium to enjoy an hour of fun and entertainment, and each child receives a gift.

These are the highlights of our program in the Akron home offices and plants. Similar recreation plans are in effect in many of our other plants throughout the world.

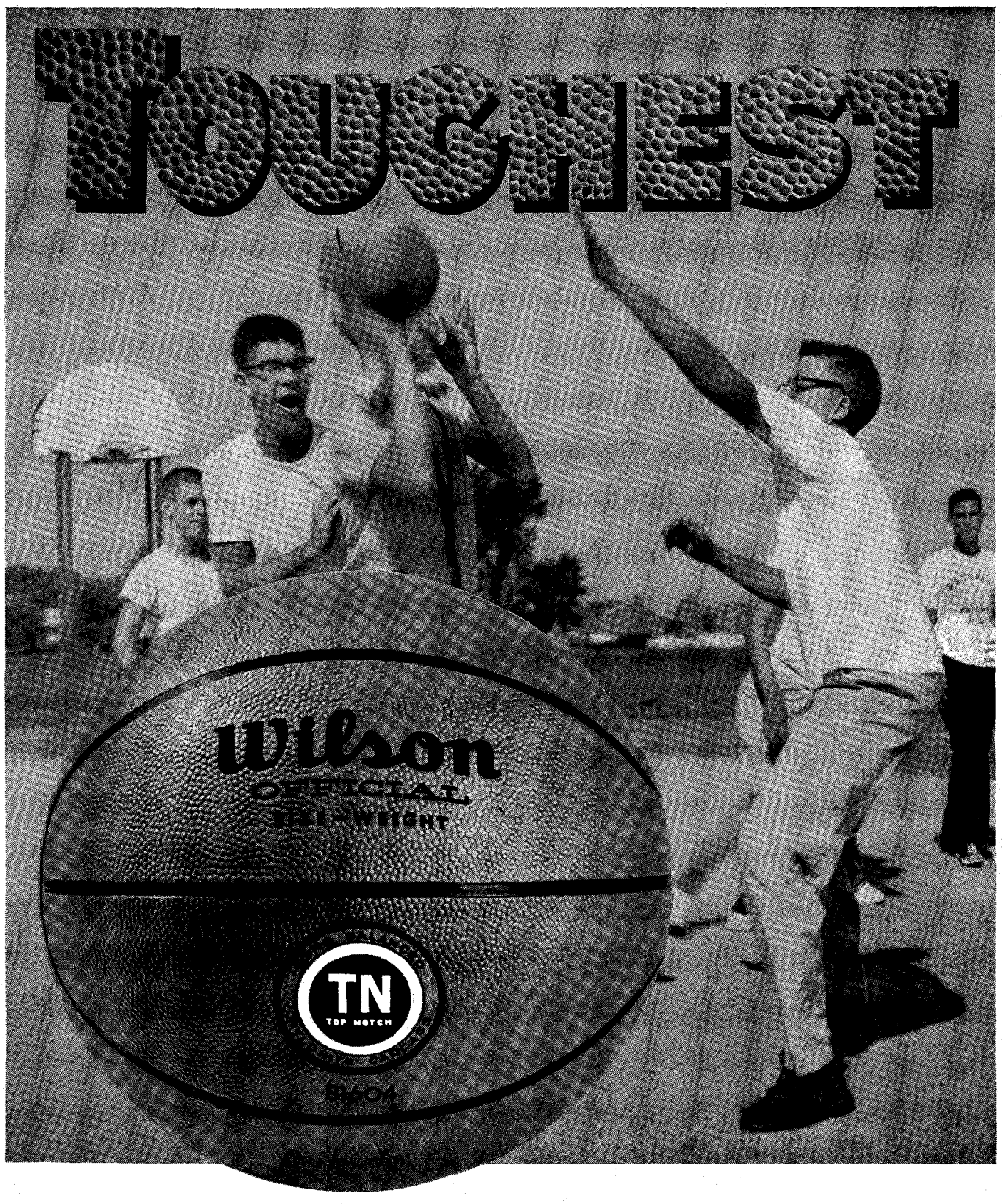
But a recreation program is a two-way street. It provides employees and their families that needed change of pace and satisfying leisure time activities.

It is also an important feature of our overall employee relations program, which has paid dividends in promoting higher efficiency on the job, good morale and a strong sense of company loyalty.

Raymond C. Firestone
President
The Firestone Tire & Rubber Co.



Raymond C. Firestone and the son of a Firestone employee enjoy the entertainment at the company Christmas Party.



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Problem for U.S. Industry:

RECREATION FOR OVERSEAS



HERE'S HOW EXPANDING U.S. FIRMS HAVE PIONEERED FOREIGN EMPLOYEE RELATIONS

At least 3,000 U. S. firms have already set up shop overseas to tap the world market.

Foreign branches and subsidiaries operated by American industry represent a $28 billion investment. These operations brought in sales of $30 billion last year alone, and that figure is expected to double by 1968.

The attraction of increased sales from new and expanding markets, lower production and capitalization costs plus new economic factors such as the European Common Market make overseas development a necessity in many cases if a company is to hold or enlarge its market position.

But foreign operations are far from a businessman's paradise. Many industries face serious problems—from getting quality parts and materials to hiring and keeping adequate labor.

In a field where employee relations can also mean foreign relations, American companies sometimes run into nationalistic resentment. In handling labor, however, the American record is almost universally good.

Industrial recreation programs have proved valuable in building these effective relations. In what comes as a surprise to most Americans, foreign industry has long recognized recreation as an essential function of management.

"Generally speaking, recreation programs at our overseas companies are fairly extensive, perhaps even more extensive than many programs in similar size companies in the U. S.," states D. E. Irwin, industrial relations manager of the International Division of Ford Motor Company.

This practice results from a careful adherance to local customs by American firms desiring to make good in their new homes.

A typical case: of the National Cash Register Company's 22,225 overseas employees, only six are Americans. Therefore, company policy allows each overseas organization a free hand in the operation of its own recreation program. There is no prescribed recreation program sent out from NCR's Dayton headquarters. Each organization evaluates its own needs in planning its local program.

Ford also leaves recreation programs up to local management but believes the policies of overseas companies should conform generally to the Ford domestic policy which calls for balanced, after-hour employee programs to be established at each location.

Nevertheless, there must be overall company control. Goodyear Tire & Rubber Company, whose Goodyear International Corporation employs some 45,000 in 17 foreign countries, provides adequate recreation facilities if requested by a sufficient enough segment of the work force to justify the

PHOTOS ABOVE, identified from left to right: 1. Kaiser Industries employee dances in her native India style; 2. NCR Dundee, Scotland employee wins an event in the annual fire brigade competition; 3. bike racing is a popular activity for French employees of Goodyear Tire & Rubber; 4. Women's athletics are a big part of NCR's annual sports day in London; 5. National Cash Register employee in Japan joins a company ski outing.



PLA

expense. "As customs, environmental conditions, competition and devaluation of currency vary considerably between foreign countries, no value or dollar limit can be placed on accrued expenditures," says Goodyear's S. G. Slage.

As in the U. S., management of the program follows the "employee association" or "club" type organization. The 3M Club of Minnesota Mining & Manufacturing Company Ltd, London, England, is administered by an elected Governing Council for which the personnel manager, as the accredited company representative, serves as secretary-treasurer.

A typical Ford overseas "sports club" is also administered by employee representatives with perhaps one management representive on the governing board. The sports club is organized into various "societies," each with its own officers and social functions.

Membership in Ford's English Sports Club runs at about 18,000 employees. Its societies cover virtually all the club and sports activities included in American programs with the addition, of course, of cricket and rugby.

The secretary of the sports club is a full time company employee in the in-

see U. S. FIRMS, next page

LOOK AT WEST GERMANY REVEALS OF RECREATION IN FOREIGN FIRMS

by Ada Paskind

Recreation among West Germany's industries is growing at as fast a pace as industry itself. Most large factories and offices now present a varied recreation program from which the employees can choose. In some instances, the programs exceed many in American companies.

The industries which have shown the grest postwar strides are also the ones with the most extensive recreation programs, pointing up a fact American recreation directors have long realized: Recreational programs help create better employee morale and productivity.

Europe's largest producer of washing powders, Henkel and Company, located in the heart of Dusseldorf's industrial area, prides itself on housing one out of every four of its 6,000 employees. For all the employees, the company provides a central baseball field, tennis courts and a track for the workers' use during leisure hours. Like many German factories employing women, a kindergarten is maintained for children of Henkel's working mothers.

Generally, the patterns of West German industrial recreation programs involve members of the worker's family more than American programs. At Henkel, for example, windows and orphans of former workers may participate in all company activities, even to the extent of enjoying the free daily lunch served by waitresses in the company's dining rooms.

The renowned Volkswagen factory at Wolfsburg also provides a diversification of activities for its 37,000 workers. In addition to housing, there is a sports club, which is financed by the company. This club offers the employees ample opportunities to partake in the sports of their choice in field and gyms which the company has built for the town. These are especially enjoyed by the many teen-age workers. The youngsters are employed in piecework on the production lines and are given free quarterly medical check-ups to insure their good health.

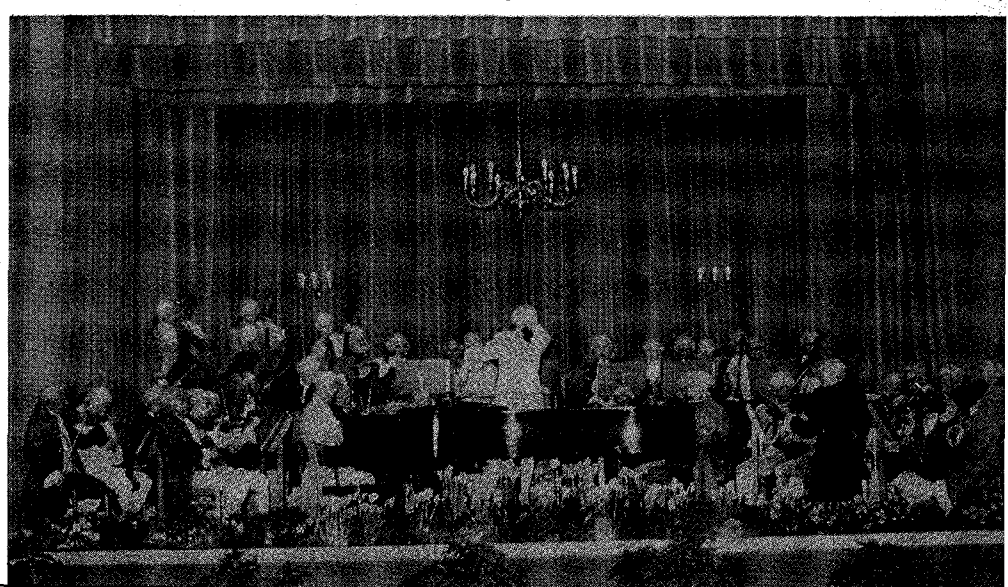
A limited number of free tickets are made available to the younger VW workers for suitable cultural events and entertainment in Wolfsburg. Some apprentices receive an allowance each year to enable them to attend camps or go on tours throughout Europe during their vacations.

A library was started in 1950 by the firm, but as the factory grew with postwar car production, the library increased its size until it became larger than the city library. Finally, Volkswagen gave its collection to the city, and now employees use the municipal library, which is composed largely of the books and materials which Volkswagen contributed.

About 60 employees belong to the company's symphony orchestra which

see WEST GERMANY, next page

VOLKSWAGEN Orchestra recently gave a Mozart commemorative concert for which all members dressed in costumes of Mozart's era, with knee sox, satin trousers, ruffled shirt fronts and even powdered wigs.



U. S. FIRMS, continued

dustrial relations department.

The most striking difference is the degree of company subsidization of recreation activities overseas.

As is the custom in France, Minnesota de France, 3M subsidiary, finances all the activities of its 3M Union Sportive.

On the other hand, 3M's London subsidiary provides the major capital items and makes an annual grant which is approximately equalled by members' subscriptions and funds raised by dances, raffles and other competitions.

Companies in most areas of the world subsidize the employee association and guarantee coverage of any deficit resulting from its operation.

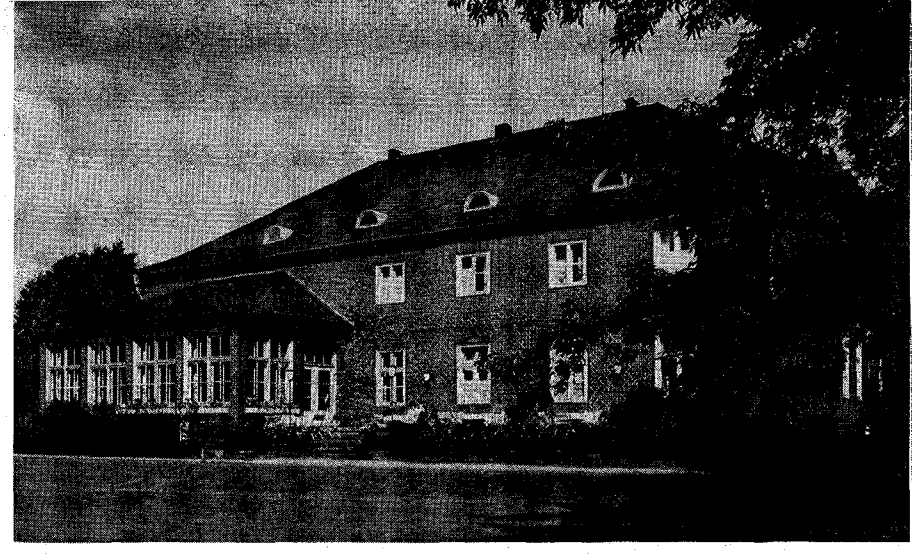
Activities run the gamut and, except for soccer being by far the most popular sport, closely parallel American programs. It's the emphasis that's different.

Kaiser Industries Corporation operates seven overseas locations in Latin America, Australia, India and Japan. Each project employs from 10,000 to 20,000 with approximately 100 U. S. personnel at each location.

Activities include soccer, boating, hunting expeditions, employee magazines and local dancing. Tennis, golf and swimming are usually provided for the American contingent.

There is strong emphasis, particularly in Europe on what we would call varsity or inter-company sports.

Facilities may also be extensive. Ford of England's sports club has a 39½ acre field for baseball, rugby, cricket, lawn bowling, field hockey and other outdoor sports. Clubhouse facilities include dressing rooms, cafeteria, lounges, kitchen and a licensed bar.



EMPLOYEE GUESTHOUSE at Hamburg's Electrical Works is the center of most employee activities. The building includes facilities for sports, banquets and parties. Employees may reserve rooms for personal parties, dinners and weddings.

WEST GERMANY, continued

gives concerts for employees and their families on special occasions. Frequently, orchestra members don powdered wigs and formal attire for the concerts.

It has also become a tradition in Wolfsburg to hold an art exhibition for the employees every other year. Ten years ago, Volkswagen's director general, Dr. Heinz Nordhoff, sponsored the first one of these cultural events. The success it encountered exceeded even the most optimistic expectations. During the years since then, the Wolfsburg exhibitions have won world-wide fame.

Last year, VW brought to Wolfsburg the works of one of the greatest of German painters, Lovis Corinth. The exhibition was preceded by more than a year of intensive preparation by staff and employees on the art exhibition committee. It developed into the most comprehensive collection of the artist's paintings ever made accessible to the general public.

Employees on the art committee succeeded in encouraging 45 museums in Germany and a great number of private collectors in other countries lend the works in their possession.

Another aspect of employee recreation which many German factories provide, Volkswagen included, is a guesthouse which employees may use to accommodate their visiting friends and relatives. Facilities of the guesthouses usually include, in addition to room and board, a library, music room, and a games room, for the benefit of guests and employees alike.

The Hamburg Electrical Works allows its workers to use the banquet rooms of its guesthouse for parties, large dinner gatherings, and weddings. Several employees each year are married in the large banquet hall.

The guesthouse at H.E.W. is the center of all employee recreation. The games room is located here and is used every evening. Tournaments are frequently held, and these always create much enthusiasm among the players.

H.E.W. has been carrying on a program of sending workers' children to camp for the last 35 years, with the exclusion of the war years. Two hundred children are sent each summer for four weeks to resorts along Germany's coastal areas. Some travel by bus and and some by boat, and all are given a thorough physical check-up before leaving by the company physician. The Hamburg Electrical Works also provides travel plans for adults and family groups.

"The benefits our company has found through these recreational programs are enormous, just as American companies have learned," a spokesman said.

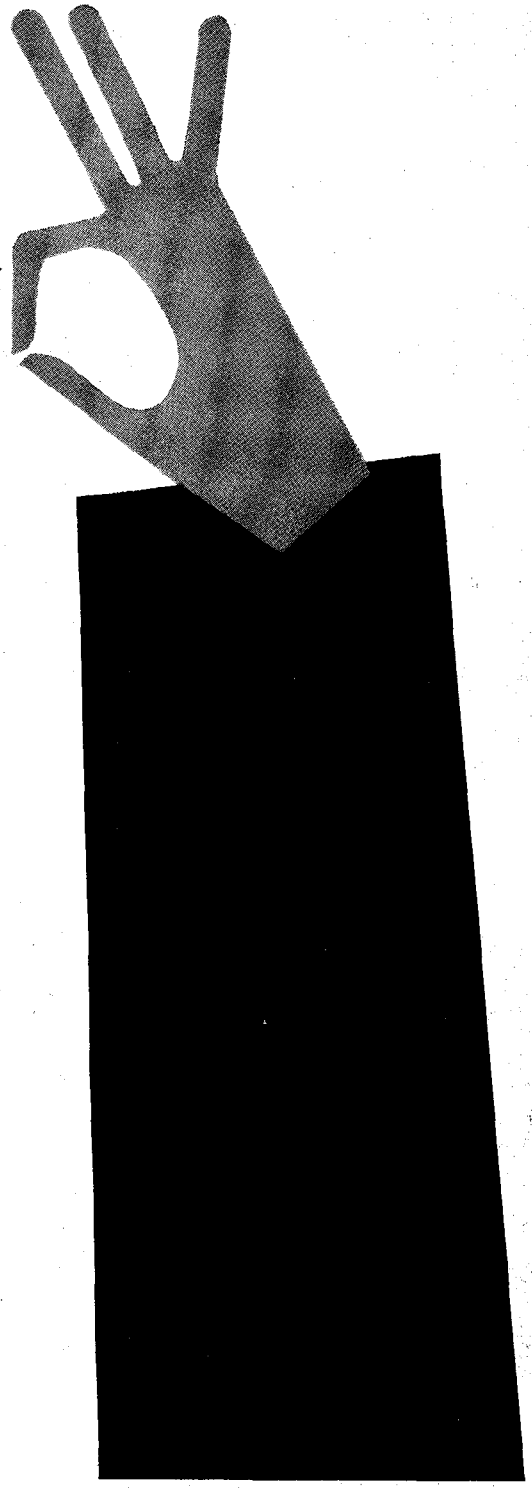
"HOLY COW," not "fore," is the watch word for Kaiser Industries' employees trying to play golf in India. Take a good look at the horns on that Brahma bull and adjust your handicap accordingly.



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how's your PR?

More effective than special campaigns, these day-to-day "public relations" activities build peak participation

The publicity chairman of your employee recreation association needs a new title. Call him "Director of Public Relations."

His job requires much more than publicizing the events in your program. It includes every aspect of corporate public relations, and it must be directed to your "public"—every employee in the plant.

If he does a good job, you can forget about special membership drives and all-out campaigns to increase employee participation. His day-to-day efforts will keep interest high. Then, as always, it's up to the quality and variety of your program to sustain this interest.

Most of the methods are inexpensive, and they help build increased revenue for the recreation program.

Outlined below are many techniques that may fit into your public relations program. Undoubtedly, you are using several of them, but don't miss any bets.

HOUSE ORGAN

The company house organ is probably the best, certainly the most inexpensive medium at your disposal. It's potential extends far beyond the usual advance publicity and routine coverage of recreation activities. Here are a few ideas.

Election News. Officer elections are one of the most important events of the year. Make sure they are thoroughly and completely covered in the house organ. An excellent example is the spread reproduced at the far right from the company paper of The Garrett Corp., Los Angeles. In addition to mug shots the layout lists each candidate's job and a resume of his activities and positions in Garrett's employee association.

Instruction Features. Syndicated news services and most athletic goods manufacturers will provide instructional photo sequences showing how "Joe Pro" holes out with the sand wedge or rolls a 300 game. These can be effectively used, but you can do it a little better. Just before the season opens for a particular sport, shoot your own instructional series featuring last year's company champion. Accompanying copy can explain the basic rules and proper "how-to" instruction on fundamental positions and grips.

Man of the Month. One of your problems is to give standout performers either on the the field or in the committee room the recognition they deserve. This can be done regularly with a short feature or cartoon in each issue of the house organ. The feature may sometimes give credit to the girl with a 120 bowling average who comes up with a 260 game, or to the company's star golfer who finished near the top in the state amateur tournament. On the other hand, the feature may be restricted to those who have done exceptional volunteer work for the employee association.

Progress Reports. Keep employees well informed on how the association is moving along. A year-end wrap-up describing all program activities listing number of participants and major projects accomplished is used very successfully by a number of companies. Other stories should note membership

NEWS BULLETINS published by employee recreation associations, from top to bottom: *Sportgram*, U. S. Steel, Gary, Ind.; *Bi-Weekly News*, Dominion Foundry & Steel, Hamilton, Ont.; *A. A. Announcer*, Sun Oil Co., Marcus Hook, Pa.; *Yod'ler*, The Nestle Co., Fulton, N. Y.; *Hi-Lites*, Kaiser Alum. & Chem. Corp., Ravenswood, W. Va.; Allis-Chalmers Retired Employees Recreation Club, Milwaukee, Wis.; *The Skylander*, Theo. Hamm Brewing Co., St. Paul, Minn.

increases, the association's financial report and other interesting facts not covered by routine stories on recreation activities.

General Information. We often assume that all employees are familar with the administrative practices, aims and management of the employees recreation association. This is not always so, and misconceptions on these points can lead to trouble. A question-and-answer discussion printed in the house organ serves as a good refresher course. Some sample questions: How does the ERA get its money? How does the ERA spend its money? What are some of its charitable activities? What welfare activities does it sponsor? How are committee chairmen appointed? What are the specific aims of the ERA? How is it managed?

NEWS BULLETIN

Valuable as it is, the house organ has one defect—timeliness. By the time it is printed, news of team standings and round-up accounts of social activities are stale.

To remedy this weakness, many companies augment the company magazine with weekly, single sheet news bulletins, quickly turned out by typewriter and inexpensively reproduced by mimeograph or multilith.

The examples illustrated at the left prove that these bulletins can be lively and interesting. To improve appearance, many are run on colored stock with the name of the bulletin printed, often in two colors.

In addition to carrying latest scores and league standings, the bulletins prove their value in giving last minute reminders for coming events.

Typographically, they will always leave something to be desired, but with a little artwork and hand lettered headlines they can be fresh and appealing.

LETTERS

Most companies issue booklets to each new employee telling about company policies and practices. Usually, it includes information about the recreation program. Nevertheless, a personal letter to each new employee from the recreation director serves a useful purpose. A sample letter used by Fairchild Aircraft, Hagerstown, Md., welcomes the employee to the company, briefly describes the aims and activities of the recreation program and invites his participation. The new employee is asked to complete a blank form enclosed with the letter to indicate the activities in which he is especially interested.

FACE TO FACE CONTACT

Handshaking politicians know that the best form of public relations is face-to-face contact. It's a difficult job, but it can be done through a system of representatives.

To coordinate the activities of its 14,000 employees and their families, The B. F. Goodrich Company, Akron, Ohio, appoints 225 departmental representatives located throughout the plant.

These recreation "reps" keep fellow employees informed about all recreation activities and assist in organizing teams from departmental ranks.

In addition, they take each new employee in their department to the recreation office to acquaint him with the recreation facilities and activities available at BFG.

OTHER METHODS

There are countless other practical and inexpensive techniques to keep employees alert to the features of a year-round recreation program. Some of these:

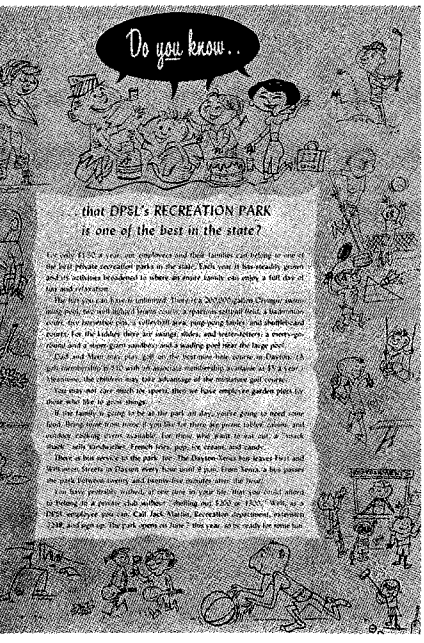
Membership Cards. If you print membership cards for the association, don't forget the back side. It's the ideal space to print a calandar of recreation events for the year.

Stationery. Most employee associations have their own stationery. Make sure all the officers and committee chairmen are well supplied. Memo pads, appropriately imprinted may prove more practical for intra-company recreation correspondence. Include a catchy slogan.

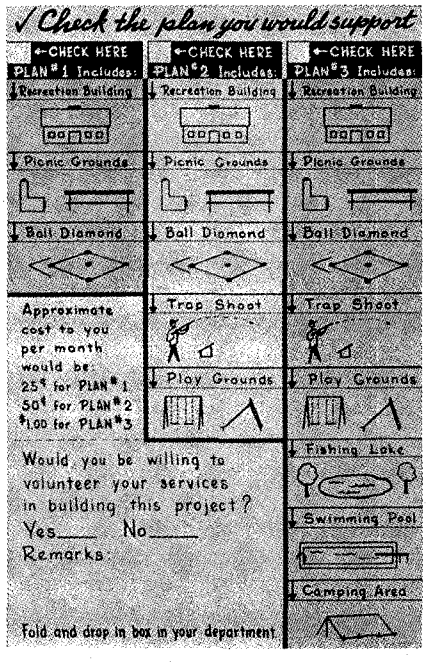
Drinking Straws. The supplier of drinking straws to the company cafeteria will imprint a special recreation slogan on the wrapper at little or no cost.

Pay-Roll Envelopes. "Stuffers" in pay-roll envelopes or an imprint on the envelope itself are effective in publicizing recreation activities. Sometimes permission can be obtained to print a "plug" on company time-cards as well.

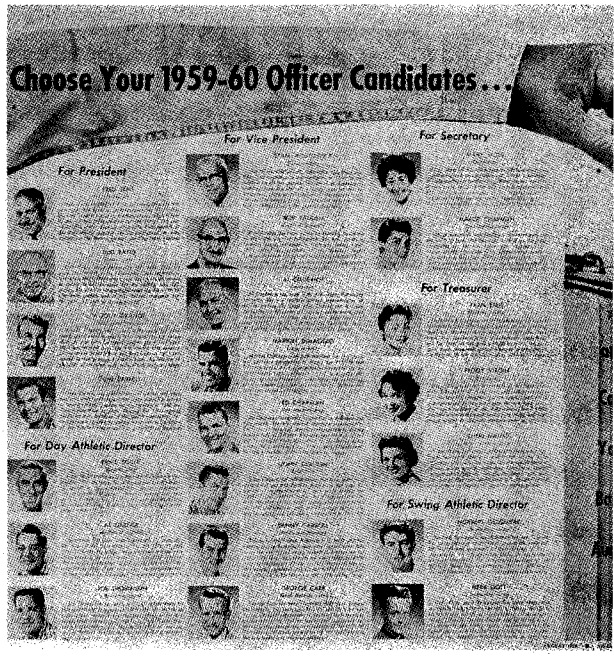
RECURRING features on the recreation program are run in Dayton Power & Light's house organ.



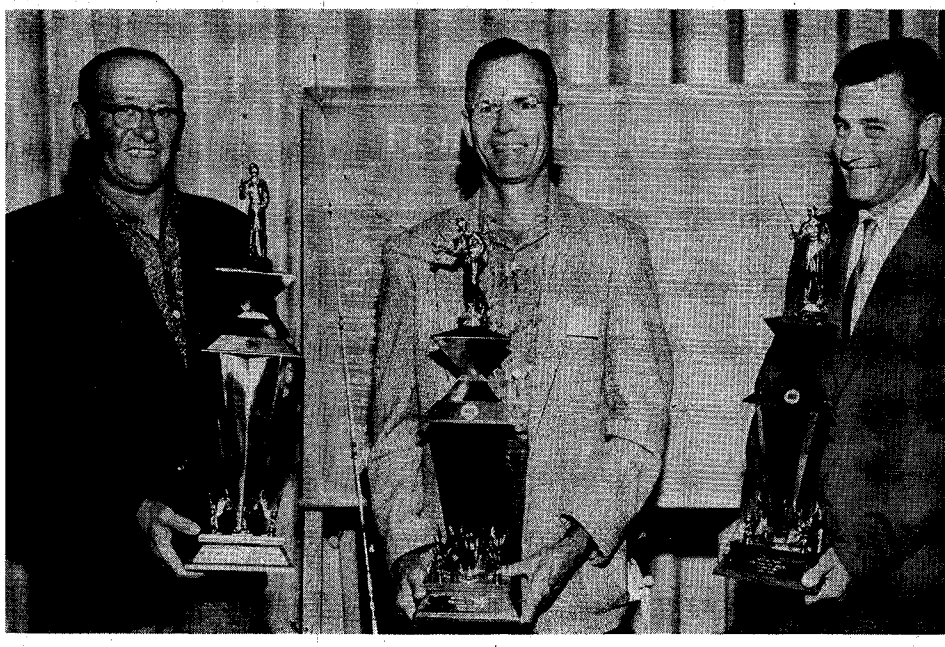
QUESTIONNAIRE on new recreation park was circulated to all employees at Armco Steel, Hamilton, Ohio.



ELECTION coverage by The Garrett Corp., Los Angeles, highlighted the qualifications of each candidate.







TOP THREE in NIRA Fish-A-Rama (l-r): 1st place, Louis Blaising, Tokheim Corp.; 2nd place, W. G. Schneider, International Shoe Co.; 3rd place, Marcus Warner, Corning Glass Company.

CROWN 1959 NIRA FISHING



TO THE VICTOR, Louis Blaising, go the spoils. Prizes included the championship trophy, 7½ hp. Aluminum Scott outboard motor, Shakespeare rod and reel and a week for two at the Beau Rivage Motel in Miami Beach.

Louis Blaising, 47 year old metal finisher for the Tokheim Corp., Ft. Wayne, Ind., pulled in 350 inches of crappie during the eight-hour NIRA Fish-A-Rama national finals to become industry's top fisherman of 1959.

The event, staged on Kentucky Lake near Paris, Tenn., Oct. 9-10, was the grand finale to NIRA's postal fishing contest which concluded on Sept. 15 (see in Nov. R/M).

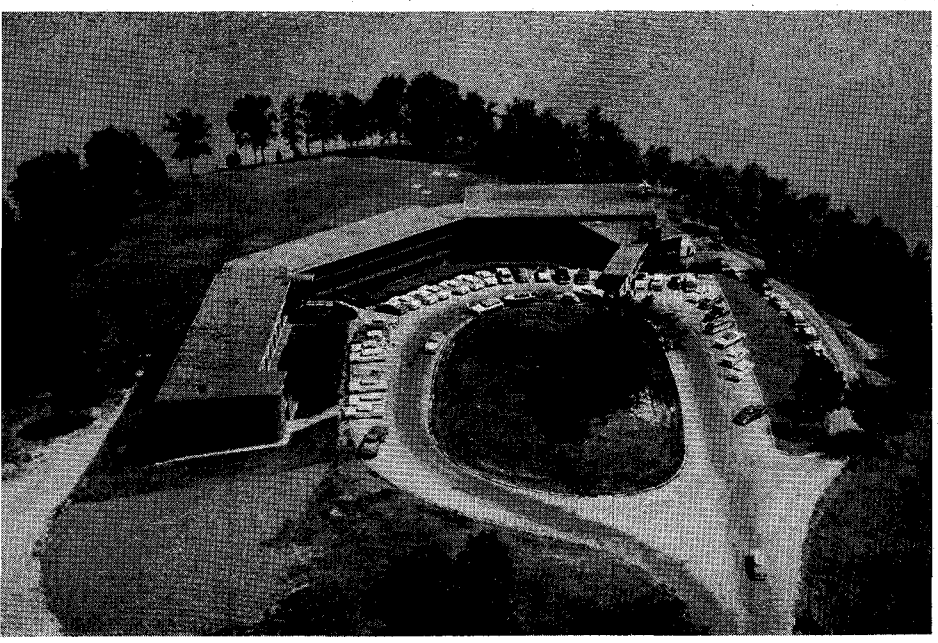
Blaising's winning total, computed by adding weight and length of all fish caught plus points scored in a casting tournament, beat out runner-up W. G. Schneider of International Shoe, Paducah, Ky., by a scant 9½ points.

In all, 21 company fishermen from nine states made the trip to compete in the second annual Fish-A-Rama finals. This substantial increase over last year's field helps establish the meet as an annual event.

The show got underway with a casting contest, added to the program this year as an additional test of fishing

1959 NIRA FISH-A-RAMA RESULTS

	Inches	Weight	Casting	Total
Louis Blaising, Tokheim Corp., Ft. Wayne, Ind.	350 ¼	23:15	6	380.2
W. G. Schneider, Internat'l Shoe, Paducah, Ky.	325 ½	20:15	24	370.4
Marcus Warner, Corning Glass Co., Danville, Ky.	335 ½	20:6	10	366.
Frank Spires, Chemstrand Corp., Pensacola, Fla.	335 ¼	22:15	6	364.2
John Lindgren, Seeburg Corp., Chicago, Ill.	320 ¼	18	14	352.2
John Forkert, Tokheim Corp., Ft. Wayne, Ind.	324	19.8	4	347.5
Don Bender, Whirlpool Corp., St. Joseph, Mich.	275	16:14	0	291.8
Clarence Smith, Tokheim Corp., Ft. Wayne Ind.	274 ½	10:1	0	284.5
Earl Stewart, Chemstrand Corp., Pensacola, Fla.	222	11:13	8	241.7
Ben Cleveland, Aro Inc., Tullahoma, Tenn.	199 ½	12:14	12	225.3
Wm. Groetsema, R. R. Donnelley, Chicago, Ill.	202 ¼	13:1	6	222.
Ed Jaeger, Inland Steel, East Chicago, Ind.	180 ¼	10:14	16	207.
Ralph Johnson, R. R. Donnelley, Chicago, Ill.	162 ½	10:3	0	173.
Ronald Miller, R. R. Donnelley, Chicago, Ill.	144 ¼	8:15	8	161.2
George Griffith, Chemstrand Corp., Pensacola, Fla.	81 ½	4:6	16	102.
Ralph Dupps, Jr., Geo. Dickle Dist., Normandy, Tenn.	47 ½	2:14	4	54.4
Wm. Getsla, R. R. Donnelley, Chicago, Ill.	33	2:3	10	45.2
Carl Klandrud, Allis-Chalmers, Milwaukee, Wis.	29	2:11	0	31.8
Herbert Powell, Inland Steel, East Chicago, Ind.	15	1:8	12	29.5
Andy Thon, Milwaukee Ind. Rec., Milwaukee, Wis.	18	1:0	0	19.
John Leslie, Minn. Mining, St. Paul, Minn.	0	0	14	14.



PARIS LANDING State Park Inn, headquarters for the Fish-A-Rama is an outstanding fisherman's resort.



BLAISING and guide John Gibson look over their winning catch; 30 crappies averaging close to 12 inches each.

CHAMP

ability. After looking at the results, all entrants were quick to agree that casting had nothing to do with catching fish. Out of a possible 100 points, winner W. G. Schneider scored a total of 24 points. Five of the contestants failed to hit any of the casting targets which were placed 40 to 80 feet out in the water.

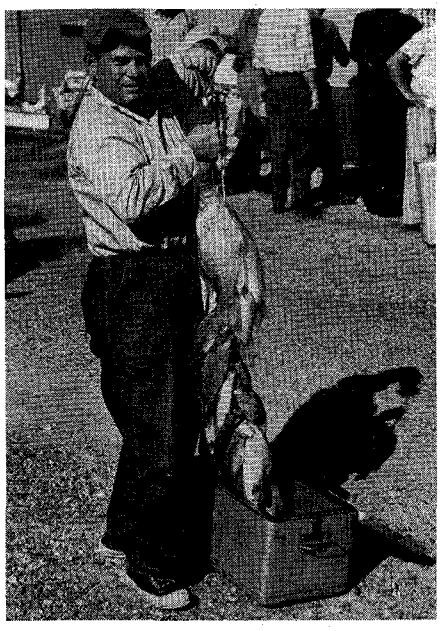
Frustrations were relieved later that evening with a fish fry spread out by the Paris-Henry County Chamber of Commerce. But the soft living ended shortly. By 6 a.m. the next morning, all contestants were on the Lake, most of them catching their limit of 30 game fish.

By the 2 p.m. deadline, the NIRA fishermen hauled in 236 lbs. of fish, enough to stretch, nose to tail, the full length of a football field.

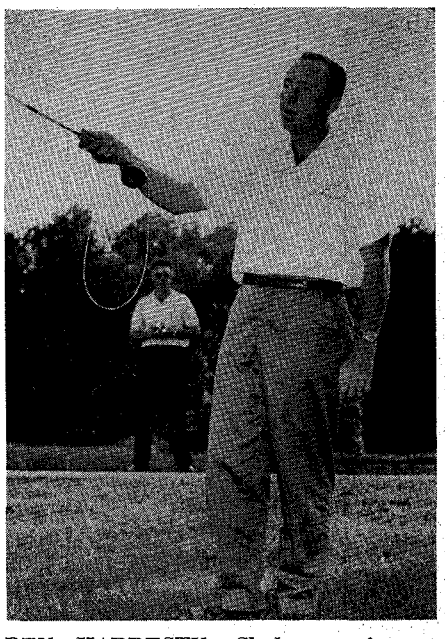
Prior to the awards banquet, Ben Hardesty of the Shakespeare Company and seven-time National Bait and Fly Casting champion, put on a dazzling show of rod and reel magic.

With this knowledge, each contestant also brought home a handsome wall plaque plus a sport shirt and other gifts donated by the Chamber of Commerce.

Champion Blaising, however, was really loaded down. His loot included a 7½ hp. aluminum Scott outboard motor, a Shakespeare rod and reel and an expense-paid week for two at the Beau Rivage Motel at Miami Beach with a deep sea fishing trip thrown in.



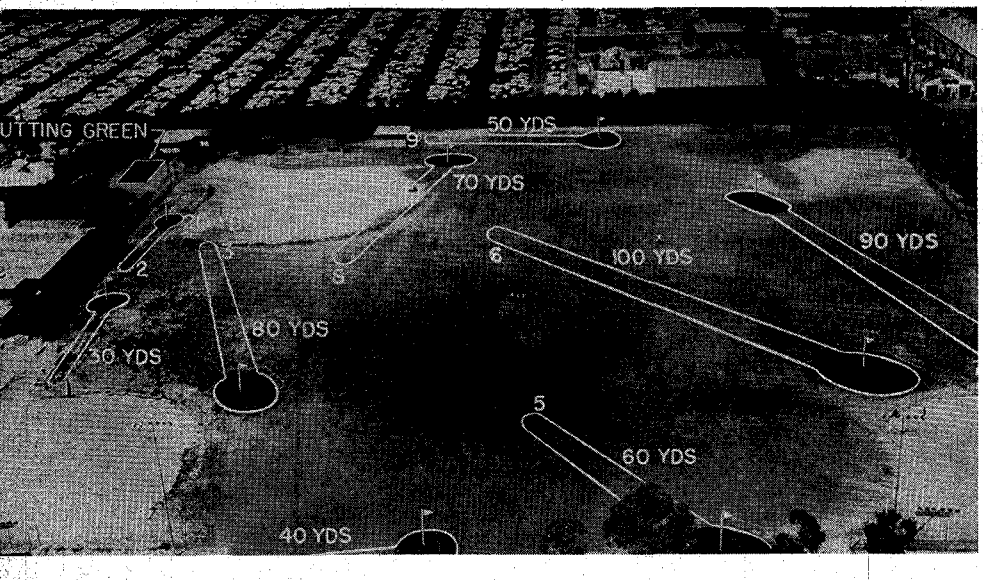
FRANK SPIRES, Chemstrand Corp., hoists up his 22 lb., 15 oz. catch which included a 1 lb., 15 oz. crappie.



BEN HARDESTY, Shakespeare's national casting champion, demonstrated the fisherman's art for contestants.

CHEMSTRAND TRIO (l-r): Earl Stewart, George Griffith and Frank Spires combined for a total catch of 649 inches. Both Griffith and Spires were winners in the postal contest division of the Fish-A-Rama.





NEW PITCH AND PUTT golf course built by North American gives recreation area year-round use. (See story)

The course was opened Sept. 21, and play will continue until the middle of March. During spring and summer months, the seven-acre field area will be used for baseball and softball.

Operated daily except Wednesdays from noon to 10 p.m., the course is also open on weekends from 9:30 a.m. to 5 p.m. Floodlights are turned on at dusk.

Leagues have been invited for regular play and instruction is available to beginning golfers. In addition, monthly awards will be given to the man and woman who shoot the lowest scores, and special prizes will be awarded for holes-in-one.

Still brand new, the course has already proved a tremendous hit with employees, reports Ken Kellough, NAA's recreation and welfare administrator.

RM RECREATION ROUNDUP

New Trends In Facilities

A new idea in providing recreation facilities may at long last be the solution to the small company problem of providing full-scale, year-round employee recreation programs.

To attract companies to Empire Central, a commercial development outside Dallas, is a plush employee's club shared by a group including General Electric Co., Allstate Insurance Co., and the Texas Employment Commission.

The development sponsors, Windsor Properties, Inc., believes the club solves the problem of how small organizations or branch offices of larger ones can match the recreation facilities of big employers and attract top employees without pushing up salaries.

The facilities of the Empire Club include a heated swimming pool, dining and meeting rooms, putting greens and a playground area. The decor is rustic with floor-to-ceiling windows, fieldstone and wooden beam construction.

Another employee benefit with a practical twist is the big swimming pool built by the Flick-Reedy Corp., Bensenville, Ill. The pool provides water storage for the plant sprinkler system and together with an outdoor man-made lagoon satisfies insurance fire safety requirements.

Without these ready water supplies, which cost about $132,000, the company would have to be hooked up to the town water system at more than double the cost. (BUSINESS WEEK, Oct. 31)

Multi-Purpose Golf Course

Here's the ultimate in multi-purpose recreation facilities.

In a space which already includes facilities for baseball, softball, picnics and other summer activities, North American Aviation, Inc., Los Angeles, has built a nine-hole, middle distance golf course without acquiring any additional land.

The 540 yard layout, equivalent to a standard pitch and putt facility, is augmented by a nine-hole putting green which will be included in regular play. Par for the 18 holes is 36. (See photo.)

Travel Spending Spree

Again in 1958, traveling Americans broke the record for foreign travel expenditures. But the new figure, $2.1 billion, will be eclipsed by the time 1959 totals are compiled.

Estimates point to another record outlay of $2.3 billion for 1959, and the American Society of Travel Agents predicts this figure will triple to $6.5 billion by 1965.

About one-third of total travel expenses goes for transportation.

SPEAKERS at testimonial dinner for the World Softball Champion Aurora, Ill., Sealmasters of Stephens-Adamson Mfg. Co. include (l-r): Don Neer, NIRA executive secretary; Roy Kaelin, Hillerich & Bradsby; Gene Martin, executive secretary Amateur Softball Assn.; Charles Hurd, president, Stephens-Adamson; Leroy Hess, Sealmasters catcher-manager; and Harvey Sterkel, ace pitcher.





NIRA BOARD OF DIRECTORS (1st row, l-r): Oskar Frowein, vice president; Walter Dowswell, vice president; John Leslie, president, H. S. Naish, vice president; Martha Daniell, vice president; Frank Davis, treasurer; (2nd row, l-r) C. E. Barnhart; Dean Moneymaker; James Charrington; John Peters; Summers Jarrett; Earl Schrieber; Charles Haggerty; (3rd row, l-r) J. J. Minella; A. Murray Dick; Tom Croft, past president; Newt West and James Bernard.

Ready for the '60's

NIRA board prepares for the challenge of the new decade

The leisure-abundant '60's have become the favorite topic of business publications: how will the shorter work week affect business practices; what will management's responsibility be in filling the increased leisure hours of its employees?

The answers to these questions hold opportunity and a great challenge for industrial recreation directors. Indeed, many of the answers should be provided by these same people.

Meeting in Chicago, November 12-14, the board of directors of the National Industrial Recreation Association set the machinery in motion to find the answers.

Expanding the Association's research and educational services, the Board established separate committees in each area to update and prepare for publication new materials on specific activity and recreation management functions.

Arrangements were confirmed for three regional workshops at which recreation directors will exchange ideas on administering and conducting better employee programs. These three meetings will bring the total to six NIRA workshops conducted since the Conference and Exhibit last May.

These events will lead into the Association's 19th annual Conference and Exhibit, slated for Detroit, Mich., May 22-25.

Conference highlights will include a tour of the Ford Motor Co. automobile production line and a visit to the Ford Rotunda. Leading speakers and panel sessions will concentrate on meeting the challenge of the '60's.

New recreation equipment and services will be on display in the only exhibit of its type. To date 34 of the 87 booths have been sold.

1960 EVENTS

January 11-13
American Management Association Industrial Recreation Seminar, Hotel Astor, New York City

February 10
NIRA Region VI Luncheon, Chase Hotel, St. Louis, Mo.

February 13-14
NIRA Region VII California Industrial Recreation Conference, Hotel Saint Claire, San Jose, Calif.

February 21-23
Purdue Industrial Recreation Workshop, Purdue University, LaFayette, Ind.

March 26-27
National Industrial Bowling Tournament, Canton Recreation, Canton, O.

May 22-25
19th Annual NIRA Conference and Exhibit, Sheraton-Cadillac Hotel, Detroit, Mich.

NIRA

18th Annual Conference and Exhibit

On the next 45 pages, R/M presents the official Proceedings of the 18th annual NIRA Conference and Exhibit. This exclusive compilation of the most up-to-date facts and information on industrial recreation represents the combined thinking of 117 leading recreation directors who participated on the conference program. As a major contribution to the literature in this field, the Proceedings make a valuable addition to your professional library.

CONFERENCE PROCEEDINGS

pages 18-62

PANEL I

Special Interest Activities

CHAIRMAN: Mrs. Karla Miller, Executive Secretary
Bristol-Myers Association, Hillside, N. J.

Introduction

At Bristol-Myers we endeavor to plan activities which include all ages, both sexes, the athlete and non-athlete and, of course, the family!

We employ about 900 people at the Hillside Plant, with just about 50% of them women. The company subsidizes all sports activities, and dues from the members take care of the social events. We offer as full a recreation program as many larger companies and have the added advantage of a beautiful recreation building, completely equipped, right on the premises.

Our recreation hall features a basketball court, badminton court, shuffle boards, ping-pong tables, large stage, a bar, movie screen, seating capacity of 400 and a beautiful dance floor. Our non-profit cafeteria is on the lower floor. We conduct courses in art, leathercraft, sewing, rug-making and dancing, and have a camera club, fishing club, theatre and travel club.

We have an annual picnic for all employees, retirees and their families, and a Christmas party for the children of all employees, all sponsored by the company. I would say that all of these are **Special Interest Activities,** and in line with our theme this afternoon, we will have the panel present activities as they are practiced by their companies.

Bridge Tournaments

RICHARD L. FREY, Director of Public Relations, American Contract Bridge League, New York, N.Y.

Card games in general and bridge in particular afford a unique opportunity for recreational get-together, social betterment, and development of company spirit in competitive activities that can be both intramural and against other companies in any community.

The success of bridge activity in individual company programs and in inter-company leagues needs no embellishment. Successful leagues are in operation in New York, Chicago, Milwaukee, Los Angeles, Northern New Jersey, and many, many other centers throughout the country.

In addition, there are hundreds of individual companies which have employee bridge clubs and many of these are already affiliated with the American Contract Bridge League giving rating points and master points to the winners in their duplicate games.

Recognizing the growing popularity of commercial and industrial bridge, the League has included special events in its national tournaments specifically for commercial and industrial pairs and teams of four, all of whose members are employed by the same organization. Regional championship programs include similar events, and in the most recent of these some 50 teams played in Commercial and Industrial Championship games both in New York and Los Angeles.

But the essential core of this activity is the meeting of the bridge group's own members in such clubs as Eastman Kodak, which numbers more than 200. A club may offer two different popular programs: instruction and competitive play.

The American Contract Bridge League offers to any commercial group its assistance in starting such a bridge activity, whether or not the company's club is affiliated with the League. In many cities, a member of a committee promoting commercial and industrial bridge is ready to help. Elsewhere, on request and without charge, we offer such services as the answers to any questions, a visit from one of our national tournament directors—or from a local or regional director in areas where national directors are not readily available—to help any group start duplicate tournaments.

We will lend duplicate boards to any group wishing to try out duplicate before purchasing its own equipment. We will help with service and advice concerning supplies. We will put a group in contact with a local player or teacher who will lend personal aid—by referring such requests for help to the headquarters of the Unit of the League in which the company is located. We will supply publications free: such as our own "Duplicate for Small Clubs," and other helpful pamphlets, and the booklet of the Association of American Playing Card Manufacturers, "How to Learn Bridge in 20 Minutes," as well as other material relating to the organization of playing card activities.

We are only setting out in our program to encourage commercial and industrial bridge activity. Our future plans include such material as instructional films, and films of tournament matches and, eventually, the establishment of a full department devoted solely to commercial and industrial bridge activity.

We are not yet ready to offer this kind of help. But we are ready to offer to any individual organization that writes to us individual and personal assistance in organizing its own bridge group, and I urge you to call upon us—entirely without obligation—for any help you would like to get.

Inquiries should be addressed to me, Richard L. Frey, Director of Public Relations, American Contract Bridge League, 33 West 60th Street, New York, New York.

Drama Programs

MARTHA L. DANIELL, Activities Director, Nationwide Insurance Companies, Columbus, Ohio

In our search for leisure time activities, which could be interpreted as freedom from activities centering around making a livelihood, drama stands out as an activity with benefits for many employees, families and possibily the community. Drama basically means telling a story in which more than one person participates and which the characters are portrayed by different individuals.

The industrial recreation version of drama may be either the informal or formal type. The informal drama club might consist of regular meetings to enjoy reading scenes from well-known plays or one-act plays. The social aspect of this group should be emphasized so that the members will know each other well enough to be relaxed in this unrehearsed reading. Not only will this be fun, but it can offer real therapeutic benefit to the individual.

Drama in industry could mean a more specialized activity with training in speech, acting and allied areas. The primary objective in this case would be gaining satisfaction through perfecting a play to perform for an audience outside of the organized group. This type would call for a director with ability to develop the participants to the level of producing a semi-professional play and still keep the activity in the area of recreation.

Benefits derived by the employee could include practice and appreciation, play reading, make up, stage settings, sound techniques and stage lighting. A formal constitution would be recommended for this group to maintain consistency in long range plans. The statement of purpose could be, "Shall provide an opportunity for persons interested in dramatics to participate in all its forms." Plainly spelled out should be membership qualifications, officers, meeting dates, probably dues—which could be used to provide refreshments at the regular monthly meetings and might be set at 25¢ a month.

Duties of the officers, should be explained—officers being the usual president, vice president, secretary and treasurer. A listing of committees with their duties: membership, production and publicity.

In order to fulfill the purpose as stated in the opening of the constitution there should be a statement of the rotation policy such as "Those members performing leading parts in a major production will not be eligible to perform a role in the next major production—leads to be determined by the Production Committee in advance," and to keep them active, "It shall be understood that those members performing in a previous major production will assist the Production Committee in the current major production unless they obtain a role in the current major production or are excused by the Production Committee."

A director may be secured from a local college or university, or possibly somebody in the community who has play direction training and experience. Usually a director from outside the company will be more readily accepted than a fellow employee.

If plays are staged in the round, there are not too many staging or properties problems, and the play can be presented in an employee lounge or gym. For the more fortunate who have an auditorium area, the play can be presented in regular theater style.

To maintain a high level of interest between productions a number of the group could be appointed director-of-the-month to secure a committee to obtain a play, a cast for a script in hand, one-act production. The material might be a complete one-act play or just one act from a well-known play. This programming is also beneficial in proving leadership in different phases of drama production. It may also make a contribution to developing stage presence.

Recreation Awards

NEWTON E. WEST, Personnel Director, Helms Bakeries, Los Angeles, Calif.

Almost all companies or associations give trophies and awards. My most prized trophy is a tin cup. The actual total value in dollars and cents is about a half a dollar.

I have at home in our den probably 50 or 60 trophies of various sizes and shapes, but to me the two tin funnels which have been welded together with the traditional tin cup occupy the place of honor. The reasons for this are the intrinsic value of the award itself which brings me to the main theme I'd like to present to you.

Plutarch has said, "Oratory, like a small coin of great value, is to be estimated, not by its bulk, but by its intrinsic worth. To my mind there are three factors which are vitally important in connection with awarding any crown or trophy.

The first of these is that the recipient knows he deserves to win the award. How many times have we seen the passive acceptance by a winner when the winner himself did not feel his competition merited his best efforts. A Davis Cup tennis player gets no warm feeling of reward by defending someone of lesser ability. Many times I have heard athletes say they would rather be defeated by an outstanding team rather than win over a weak opponent. So I think it fair to say first of all, the person receiving the honor must know that he has won it fairly.

The second point of importance to my mind is that the other persons involved in this particular activity also know the winner deserves his decoration. If trophies are given "willy nilly" they soon lose their value.

Many years ago, Samuel Johnson said, "Praise like gold and diamonds owes its value only to its scarcity." I think this phrase highlights the idea that all competitors, regardless of the activity, are acutely aware whether or not a champion in that activity deserves a citation.

Through the years, at least in this country, some of the most famous trophies of all times are those which were taken away from a champion. I refer, of course, to the Olympic medals which Jim Thorpe returned. These medals are not so important by themselves but the circumstances surrounding the return of the medals have magnified their importance.

Someone has said, "Life is monotonus and dull to us only until we begin to discover the vast treasures within ourselves." I know that all people who contend for decorations know deep within themselves whether or not a champion is deserving.

Those of you who have had the thrill of seeing an Olympic champion crowned know that it is one of the most memorable occasions in all sportsdom. I might point out to you that these young men and young ladies do not receive medallions in the dressing room or in any out of the way place. In the track and field events they are presented to the entire crowd from the victor's stand. This brings me to my third point that the circumstances surrounding the presentation should be "dressed up."

The Queen of England was crowned with all the pomp and ceremony that a great nation could muster. Sometimes

Continued

Continued

an individual in industrial recreation is just as thrilled receiving a plaque for the best dressed doll or winning a chess tournament. Samuel Johnson said, "Bounty always received part of its value from the manner in which it is bestowed." So I urge you—"dress up" the manner of presentation. Make it as important as you possibly can.

I feel that if we remember these three things. (1.) the recipient must know that he deserves; (2.) the people in the activity must know that he deserves; (3.) the manner of presentation must be made important; we will inspire with the intangibles and come to realize that the value in the intrinsic worth.

We will mentally blow up and enlarge all the metal and wood in these trophies so that they become grotesque and out of focus.

The concrete will fade from our sight and dissolve into nothingness. The intangible will remain.

When we have done this, when all we remember is the reason, consent and occasion, then we will have given, and only then, we will have established the true reason for presenting an award.

PANEL II

Employee Recreation Associations

CHAIRMAN: William T. Prichard, Employee Programs
General Motors Corporation, Detroit, Mich.

Introduction

Editor's Note: This is NIRA Past President Bill Prichard's last speech on industrial recreation.

In these, our times, the whole world is on trigger, and all of us should be thankful that the "safety catches" are on. By safety catches, I am referring to the foreign ministers and summit conferences, the various pacts, etc. These high level meetings are keeping us out of war. They are easing the tensions.

There is another "safety gadget" that I would like to talk about for just a minute—the "safety valve." Just as the safety catch and high level meeting can prevent world tragedies, the safety valve, or recreation, is important to today's panel discussion. Let's see why it is so.

Only a prejudiced man would argue again the great need for recreation today—industrial or otherwise. How could anyone talk down an important part of our lives, whose chief ingredient is play? Play is an American Heritage.

The worker must be given an opportunity to relax—to let off steam. Safety catches on a gun can prevent tragedy. Safety or steam valves in the form of recreational activities can keep employees off the psychiatrist's couch.

With the world out of kilter, I am certain that workers can be given a tremendouse lift by enjoying dungaree informality and shirt-sleeve friendliness of clean wholesome recreation. An hour of this is worth more than a month of shop or office contact.

The industrial recreation picture is becoming brighter with each passing NIRA Conference—36 years ago when I marked off my first baseball diamond, the over-all industrial recreation picture was miserable. Sixteen years later a handful of industrial recreation workers did something about it—we founded NIRA in Baltimore.

Today's programs are vastly different—they are wanted. Management sponsored, with no strings attached. There is no ulterior motive behind the program. Most of today's programs are not used as a means to an end. The programs are an end in themselves. It was getting tiresome to me to hear that a program was being extended or defended because it would prevent something undesirable. The old time-worn exaggerated claims made for recreation are disappearing. Directors discovered that the boss wasn't that naive.

Now, this is not a plug for GM, it is, however, a fact, and I cite it to bring out a point: besides giving the employees and their families time to play, it also gives GM the reputation of being a good place to work. General Motors today is sponsoring recreation programs for approximately 500,000 employees and their families in 126 plants in 71 cities in the U. S., five plants in Canada, and in many operations in 17 foreign countries. It is roughly estimated that approximately 4 to 5 million employees, their families and friends annually participate in some 450 different types of activities.

The world needs all the recreation it can get. We, as recreation workers can help by encouraging groups to organize, to band together for a common cause—recreational activities for the employee and his family.

In Isolated Community

ROY ELLINGTON, Recreation Counselor, Kaiser Aluminum & Chemical Corp., Ravenswood, W. Va.

Kaiser Employees Recreation Association, Inc. of Kaiser Aluminum and Chemical Corporation, Ravenswood, W. Va., is chartered under West Virginia law as a non-profit, non-stock holding corporation, for the exclusive purpose of building and maintaining areas and facilities for the promotion and conduct of recreational, educational and fraternal opportunities for employees of the Ravenswood Works and their immediate families.

Membership in KERA, Inc. is limited to employees and dependent members of their families. Membership includes active and associate classifications. Active membership is for those people actually employed at the Ravenswood Works and includes voting and office holding privileges. Associate memberships afford all usage privileges, but not voting or office holding.

The governing authority for KERA, Inc. is an 11-man board of directors elected from the active membership. Executive officers, president and vice president are elected by members of the board. The treasurer and secretary of the association are appointed by the board of directors.

This board of directors determines

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budget, personnel hired by KERA, Inc.; development of areas and facilities; maintenance of physical property and the extent of program offerings. Until recently all maintenance work, most of program leadership, and building of most areas and facilities in the growth of the program were handled by KERA committees and volunteer groups of the membership.

In the beginning of the KERA program, management agreed to furnish land, materials, tools, equipment and financing for the over-all program if KERA would furnish leadership and volunteer workers. This has been mostly the pattern followed through the pre-incorporation year and the year-and-a-half following to date.

Financing the corporation is handled through request for funds to local management on a yearly and quarterly basis. These funds, as approved, are deposited in a local bank for use by the association for all expenditures on physical development and programming. All monies are handled by the treasurer and finance director. Though all purchases, contracts, etc. are handled through the KA&CC Purchasing Department, bills are paid for from KERA funds.

The only paid employees in the KERA program to date have been playground leaders during summer months and area maintenance men. And these have been a bare minimum. One management representative officially titled, Recreation Counselor, is employed by Kaiser Aluminum to coordinate all KERA activity.

He sits ex-officio at all board of directors' meetings, meetings of committees on program, maintenance or budget, helps plan and conduct program activities, is responsible for promotion and publicity, records and reports, reservations of facilities and areas, and works closely with all engineering and construction groups in development of physical facilities.

The recreation counselor reports to the supervisor of the employee relations department of the industrial relations divisions. He acts as intermediary for management in all employee recreation functions and ventures.

He also acts in the same capacity for KERA members to handle their suggestions and proposals for program ventures and facilities with the board of directors. Counseling on individual, group, home, church, recreation problems of association members is another service rendered by the counselor.

Since the beginning of the employee recreation program at Ravenswood Works in October 1956, following the above outlined organizational plans, Kaiser employees have built for themselves a fairly adequate program with areas and facilities developing commensurate with interest and response in program ventures.

KERA areas and facilities are located on approximately 900 acres of rolling West Virginia hill land. This property which is owned by Kaiser Aluminum, but leased to KERA, Inc. on a continuing year to year basis, is in close proximity to the plant site. The center of the facility is the area commonly known as KERA House area. This area is fairly centrally located for potential participation. It is about a mile from the main plant site, seven miles from Ravenswood, and about 12 miles from Ripley, the county seat. These two towns house a goodly number of regular participants in the program.

KERA House is a remodeled farm house that is used as a club, a general meeting place and as the center of many social functions. In its immediate area are several acres in cleared picnic areas and lawns. In conjunction with the picnic grounds are tables and grills, a children's playground, courts for horseshoes, shuffleboard and tetherball. Sod courts are also maintained for badminton, volleyball and soccer.

Other facilities in the KERA House area include shotgun target range for turkey and ham shoots, an eight tee golf driving range, a target archery range, a 28 target field archery course and a softball field. All facilities in this area are lighted for night use except the sod courts and the field archery course.

Besides acres of natural terrain for outings, hikes, horseback riding, and general scenery, KERA members have renovated two small fishing lakes, built and stocked two new lakes of approximately 13 acres, presently have completed the dam for a third new lake that will cover another six acres and be used for swimming as well as fishing.

As soon as the swimming facilities are completed, work on a fourth lake dam will be started in time to impound another eight and one half acres this winter. Present plans are to move the existing rifle and trap range to a more central area closer to the KERA House area.

Interest, enthusiasm of a large majority of the KERA membership for continual growth and development of the program, and the determined efforts of a few in different areas of the physical developments, plus management's 100% approval in all ventures attempted, accounts for the status of the KERA, Inc. program today. KERA will continue to grow and expand as fast, as far and as completely as its membership demands.

In Large Metropolis

THOMAS H. ANTHONY, JR., President, North American Companies Assn. Philadelphia, Pa.

To help you achieve perspective, let me brief you on our companies. We have a group of three companies operating world-wide selling all lines of insurance. The parent company, the Insurance Company of North America, 167 years young, is our fire and marine company. The Indemnity Insurance Company of North America is our casualty company. Our healthy vigorous baby, just about two year old, is the Life Insurance Company of North America. The group is referred to as INA.

Although we have over 8,000 employees world-wide, what I have to say applies to the approximately 3,000 employees in INA World Headquarters here in Philadelphia.

Today, our employee recreation program is embodied in two organizations:

1. The North American Companies Association, an unincorporated employee's organization.
2. Eagle Lodge, our country club.

The administration and financing of these two organizations differ so I'll treat each separately.

Eagle Lodge is responsible for providing and maintaining the facilities of the 150 acre area which include an 18 hole golf course, men's and women's softball fields, tennis courts, badminton and volleyball courts, shuffleboard, picnic areas and a children's playground. The Eagle Lodge clubhouse includes a dining room and snack bar operation, color TV, room facilities for private parties and locker room facilities. We do not serve liquor on the premises, but it is permissable for members to bring their own.

The North America Companies Association is responsible for sponsoring and organizing the activities which use these facilities. In addition, the Associa-

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tion maintains what we call the association clubrooms in the Home Office building. This area includes a table tennis room, a card room, a large, modern lounge and a library or reading room. We sponsor about 20 social and athletic activities "in town" or at Eagle Lodge including dances, children's Christmas Party, bowling, basketball, softball, bridge, pinochle, camera, movies, special events for the family, golf, chorus, ping pong and tennis.

In brief, Eagle Lodge provides the facilities and our employee association sponsors the activities which use them.

First, let's look at the organization of the North America Companies Association which is just shy of its 25th birthday.

All employees of INA are eligible to join for the annual membership dues of $3.00. An additional $3.00 is charged if the employee desires the members of his faimly to join.

Approximately 68% of the employees in the Philadelphia area are members and about one third of them have family memberships. The membership is divided into 20 electoral districts and each one elects a representative to a two year term on the board of governors—the ruling body of our organization. In addition to the 20 elected governors the following also serve on the Board:

1. The five association officers—president, social vice-president, athletic vice-president, secretary and treasurer. These officers are nominated and elected by the board of governors for terms of one year.
2. Three governors-at-large appointed by the association president for one year terms.
3. The manager of Eagle Lodge is a permanent member of the board to help coordinate the functions of the two organizations.

The officers of the association and four other board members appointed by the president make up the executive committee which does the "spadework" for the board of governors. Their recommendations are submitted to the board for approval or disapproval.

The association president, as spokesman for the board of governors, reports directly to the executive vice-presidents of INA for the approval of the association budget and on such other matters relating to company policy as he deems necessary. Other than that, we have a completely autonomous organization with full responsibility and authority.

Unlike a number of employee associations, we have not adopted the "club" organization for directing our activities. Each activity is supervised by a committee. The chairman is appointed by and reports to the social vice-president, the athletic vice-president, or the president depending upon whether the activity falls in the area of social athletic or general.

Now for financing our activities. The two principal sources of financing the net expense (after deducting admissions or fees) of the association are membership dues and company contribution by INA. In 1959, this is approximately 30% dues and 70% INA contribution.

Since we have a company-supported cafeteria for our employees, the only vending machines we operate are candy and cigarettes from which we derive little income.

Now for the organization and financing of Eagle Lodge. Ownership of Eagle Lodge is vested in a trusteeship. There are three trustees appointed by the president of INA for indefinite terms. These trustees in turn appoint the members of Eagle Lodge Executive Committee—the working committee—for terms of four years. It consists of six members: the chairman, house man, grounds man, financial man, the manager of Eagle Lodge who is a permanent member of the committee and the association president during his term of office. This insures coordination and cooperation between the two organizations. This committee, operating through the manager of Eagle Lodge directs operations of the clubhouse and grounds.

The cost of financing the maintenance budget for Eagle Lodge is borne by INA with the following exceptions: the dining room and snack bar operations are self-supporting, and the income from locker rentals and greens fees of guests is credited against the maintenance budget.

In Research Industry

ROBERT E. MOSS, Employee Activities Coordinator, Avco Mfg. Corp., Wilmington, Mass.

I. Avco Corporation—Research and Development Laboratory
  - A. Government Defense Contract
    1. ICBM Titan and Minute Man
  - B. Basic Research for Industry
  - C. 2,100 employees
  - D. New ultra modern facilities, dedicated May 14, 1959
    1. Comfortable, quiet surroundings conducive to research

II. Type of Recreation Program
  - A. Program Sponsored by Company
    1. General policy of conduct of program is part of overall company written policy guide
    2. All facilities needed are arranged by Avco RAD
    3. Services include artwork, photography, printing, posters minor construction and publicity and legal matters handled by company
  - B. Program Governed by RAD Recreation Council
    1. Members are: League and club presidents, varsity team captains, head umpire and referee and recreation director
    2. Council works together to expand and improve the program through mutual aid in starting new activities, solving problems and unified action on recreation matters.

III. Financing
  - A. Sources
    1. Percentage profits from 14 vending stations throughout facility plus telephone pay stations and wishing pool
    2. Direct company contribution to program for specific uses, that is; awards banquet, welfare fund, reserve fund etc.
    3. Club and league dues paid by members of each activity to own treasury.
  - B. Budgets
    1. Each activity submits annual budget estimate to recreation director
    2. President and treasurer of activity go over budget with recreation director to verify all requests
    3. Recreation director submits master budget for year based on needs of overall program plus reserve for new activities.
  - C. Accounting
    1. Copies of all secretaries

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and treasurers reports kept in recreation office
2. Quarterly audit of clubs records
3. Copies of all receipts maintained by activity and/or recreation office
4. Budget allocation for activities credited to their own bank accounts monthly based on percent breakdown of vending checks received.

Typical Arrangement

CLARENCE L. KELLY, President, Nestle Rec. Assn., The Nestle Co., Fulton, N. Y.

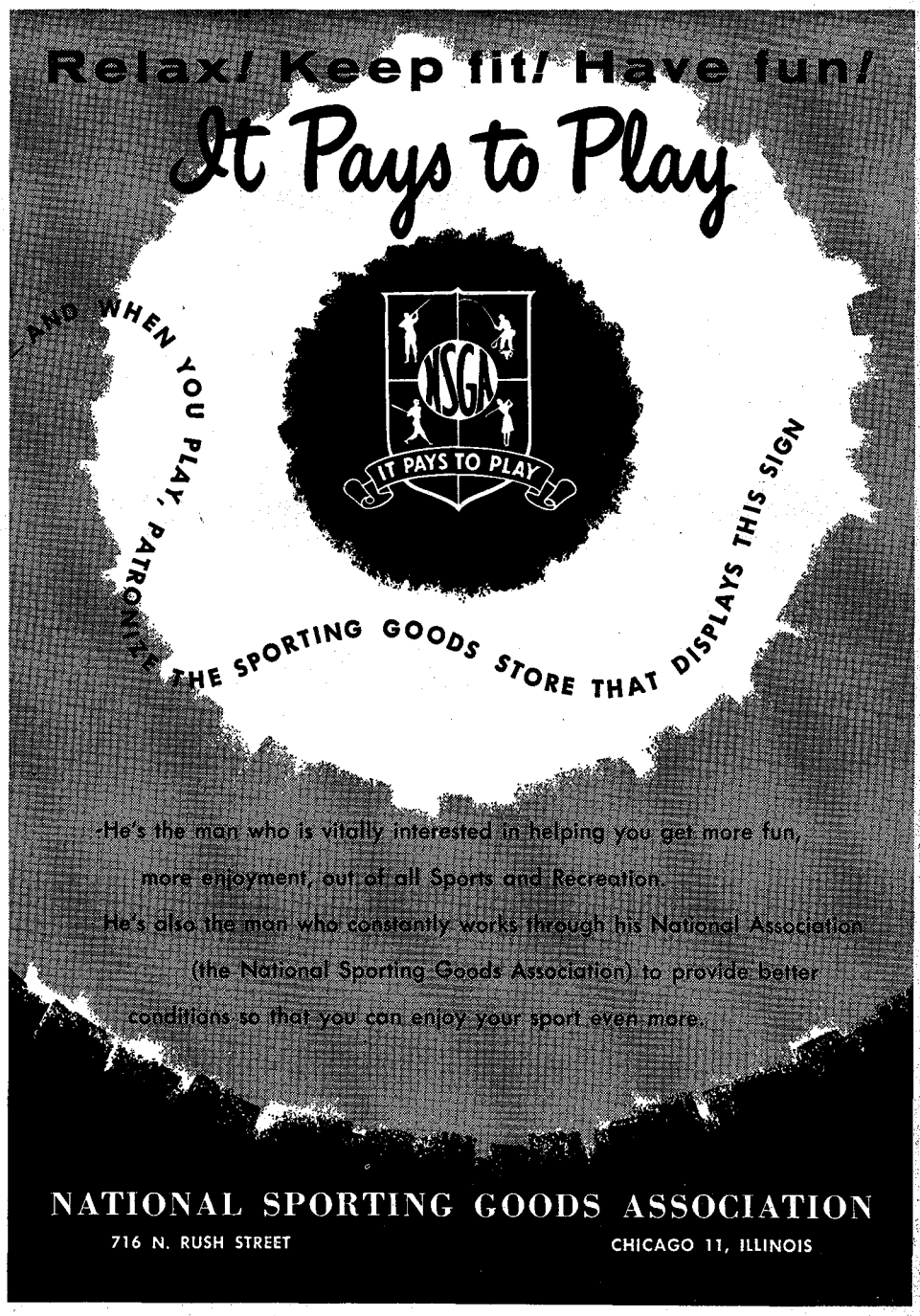
I. Organization
- A. By a small group of employees in 1948
- B. Constitution and by-laws
- C. Incorporated under the laws of New York State

II. Financing
- A. Membership voluntary. 1,000 members out of potential 1,200
- B. Membership 25¢ per month by payroll deduction
- C. Company contributes $2.00 per year per member

III. Activities sponsored
- A. Golf, softball, bowling and horseshoe leagues
- B. Dances, children's Christmas party, employees field day.
- C. Soap box derby entries, movies in cafeteria.

IV. Nestle's Park (Association's largest activity)
- A. 69 acres. Ground located three miles from Nestle' plant and from city of Fulton. 60% wooded and bounded on one side by the Oswego River.
- B. Land owned by the company. Taxes paid by the company. Leased to the R.A. for $1.00 per year.
- C. Park has a refreshment stand, deep well and pump house, rest room with shelter, large pavilion.
- D. Large playground consisting of swings, slides, teeters, pony corral, and a go-round.
- E. Adults area—6 horseshoe courts, 1 regulation softball field, 8 fireplaces, several tables, spacious parking facilities.
- F. Material for buildings donated by the company. The labor for the construction mostly donated by members of the R.A.
- G. Upkeep of the grounds is the responsibility of the R.A. who employ on a part time basis able-bodied, retired Nestle' men.

V. Use of Grounds
- A. They are first available to the Nestle' employees in groups.
- B. Loaned out to various local industries, churches, fraternal organizations, Boy Scouts and other groups for picnics and other recreational activities on a no-charge basis, but with a stipulation that they either clean or pay for the cleaning of the grounds after their use.
- C. R.A. carries Worksman's Compensation, fire and liability insurance on grounds.
- D. For any extensive ground work that must be done, the town, the company, or the city of Fulton has loaned heavy equipment to the R.A. for use by simply paying for the operator plus the fuel used.



PANEL III

Handicraft Programs for Industry

CHAIRMAN: Kay Colborn, Area Coordinator, Out-of-Hour Activities
New York Telephone Company, New York, N. Y.

Introduction

The handicrafts I'd like to tell you about, can be used to provide hobbies for those of your employees who are anticipating retirement or to bring together the newer people in your organization.

Being a public utility we do not receive the financial support to run our program that some of you receive.

Necessity is the Mother of Invention, I've been told, Therefore, we have devised a way to save the employee money at no cost to the company, except for salaries.

Before setting up classes in handicrafts, we call the manufacturers to find out where we can obtain a discount.

Next we train our own employees to instruct these classes.

Whenever possible we try to make up practice kits for 25 cents. This gives the employees a chance to find out whether they enjoy working with the particular handicraft being introduced.

For instance when we taught beautiful no-frame latch hook rugs, the girls were given a square of buckram, wool and a latch hook needle. If they decided they were interested in continuing, they then ordered and paid for their material.

More than 1,000 employees have made at least one rug, several have made two or three.

Making wood beaded bags is always a popular spring and summer activity.

This year, we started classes in wool sculpture. That's making little animals like these dogs out of wool. This handicraft was very popular with the mothers and grandmothers. At Eastertime we made bunnies and had a lot of fun dressing them up with bonnets and aprons.

We plan to introduce copper tooling and mosaic work this season.

A few seasons ago we had a great deal of success with Jewel Creations. Many of the girls are still making their Christmas presents.

How to Start

LARRY BENJAMIN, Recreation Director, Rockefeller Center, Inc., New York, N. Y.

Although handicrafts are becoming more popular with employees, adults are often hesitant to take up "something new."

The first step in setting up a handicrafts program is to create an awareness and interest among employees. Use bulletin boards to display newspaper and magazine articles, descriptive brochures and pamphlets, and arrange to show handicraft items made by employee craftsmen. Displays should not be too technical or appear so difficult that employees are discouraged from participating.

Utilize practical demonstrations and invite a member of audience to try a simple step. The desired result is to make employees realize that one does not have to be an expert to join the class. Adults are frequently reluctant to join a formal class therefore use another descriptive terms, such as workshop.

At every opportunity publicize the student's work. This is not only a form of recognition for the students, but may stimulate others to join. Organize special displays or shows and invite all employees and their families to attend.

The two main approaches to handicrafts are: (1) the ready-made kit and (2) the creative technique. There is a definite value in each plan. I am personally more in favor of the latter, whereby the student uses more of his own imagination, ideas, initiative and talent, and a more satisfying and continued interest is sustained on the part of the student.

A hobby show is an excellent opportunity to present new ideas. While the show is in progress have class registration forms on hand for students to register. Interest surveys if properly presented and analyzed, can be a valuable tool in determing interest.

Even if facilities are limited, a handicrafts program is possible. There are a number of crafts which require a very small space for work and storage, with a minimum of clean-up necessary. A handicrafts "corner" is advisable if larger facilities are available.

Try short term courses which are designed to introduce students to a craft. These courses may be followed up with a listing of advanced classes in the community where students may register for additional intruction. As-from books and magazines; the handicrafts department of your local school or college; and from recreation organizations such as the National Recreation Association or NIRA.

Plan, promote and publicize. Although a great deal of preparation is required for a handicraft program, the satisfaction and positive results are well worth the efforts.

Financing the Program

KJELL PETERSON, Recreation Director, Metropolitan Life Insurance Company, New York, N. Y.

I. Tuition:
  A. How tuition is paid:
    1. Company pays for the entire tuition.
    2. Student pays for the entire tuition.
    3. Tuition is partly paid by the students and partly by the Company.
  B. When tuition is paid:
    1. In advance.
    2. Nominal down payment.
    3. Pay as you go.

II. Instructors:
  A. How obtained:
    1. From Company employees.
    2. From outside sources
    3. From both company employees and outside sources.
  B. How instructors are paid:
    1. Entirely paid by the Company
    2. Paid entirely from stu-

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dent's tuition.

III. Equipment and Material:

A. Equipment:
Usually paid by the company, such equipment is used for several classes.

B. Material:
Can either be paid by the students or partly by Company and students.

Values of Handicrafts

EDITH CAMPBELL, Supervisor of Activities, State Farm Insurance Cos. Bloomington, Ill.

In recreation, men, women and children enter the handicraft programs to learn to do something constructive with their hands which in turn, will help them relax and have fun during their leisure hours.

Through such a program, a variety of activities can be offered suited to dealing with individual differences. Each member can find an outlet in keeping with his own aptitudes and interest; i.e., a male office worker may turn to woodworking; a female office worker to knitting; a factory worker to painting, sewing, etc.

A person can stimulate his imagination and find self expression in creating something with his hands. For example, a person interested in woodworking may design a table for his home.

Handicraft also possesses curative powers in that a person can find mental, emotional and physical satisfaction in the joy of accomplishment. Take the woman who suddenly finds she has reached the ripe age of 65 and must retire, but doesn't want to. Many times a person such as this can find mental and emotional satisfaction in being able to knit or sew.

Sometimes the medium of expression is not as important as planning, making and completing the project.

People still need and make things at home. Sometimes a small workshop in a person's home is a matter of economic necessity; or the woman who does her own sewing to help control the clothing costs of her family. Many times a person doesn't have time to shop, but can make the article wanted during his leisure hours at home with the help of simple tools.

Unique values are found in a variety of activities and materials which can be used. Take the youngster who has possibly been attending a day camp. He may come home and ask his mother for her old ice cream or cottage cheese cartons and egg shells so he can make a mosaic planter or vase.

I am sure that you will agree that each decade can and does find new fads to bring into the program.

I think you will also agree that hobby and craft clubs help develop, through sharing, the social attitudes of people such as patience, self-control and cooperation.

As we can all see, handicraft in our recreational programs should be encouraged. Their values are unlimited.

Do-It-Yourself Jewelry

ALEXANDER SAMUELS, Vice President, Jewel Creations, New York, N. Y.

I. Metal Frame
- A. Comes in gold or silver
- B. 250 to 300 different styles to choose from
- C. Most are copywrited (have our own designer etc.)
- D. Styles constantly changing to give variety

II. Stones
- A. Over 800 different shapes and colors
- B. Largest selection available and always in stock
- C. Finest rhinestones available

III. Classes easy to set-up
- A. Catalogue and success book self explanatory
- B. Efficient Mail Order department. Services entire country including Junior Achievement groups and many companies.

IV. Low Budget
- A. Each student pays for their own products
- B. No tools necessary
- C. Very little space needed. Just a table and chairs in conference room, library or cafeteria

V. End result is a professionally perfect piece of costume jewelry with costs 25% of what a comparable piece would cost at retail stores.

VI. Everything is unconditionally guaranteed.

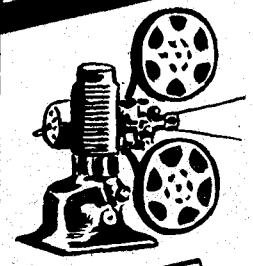
VII. Appreciated by employee—most continue after classes for additional after work income or as a hobby.

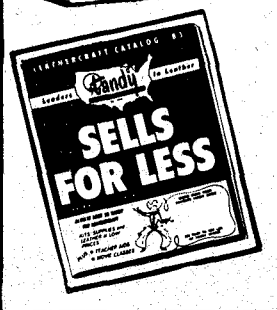
VIII. Retiree groups find it very popular.

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PANEL IV

Safety in Recreation

CHAIRMAN: A. Murray Dick, Director of Recreation
Dominion Foundries & Steel, Ltd., Hamilton, Ontario, Canada

Introduction

Why safety in recreation? Why safety on the job? Briefly, we want to live healthily, to be able to work at our jobs—we want to work safely on our jobs to be able to take part in our recreation programs. One cannot be without the other.

We in industrial recreation are endeavoring to carry on the biggest, most diversified recreation program known and at the same time keep ourselves safe for the job tomorrow.

Safety Is Your Responsibility

O. A. POPE, Business Manager, General Electric Company, West Lynn, Mass.

The recreation safety program starts with you. It is up to you to acquaint your people with all the rules and regulations. Strange as it may seem, safety begins when the employee rises in the morning. Careful planning must be given to follow his every move. Inspections should cover the grounds, equipment and everything entering into the mechanics of the program.

Meetings build morale, and they should be encouraged to discuss all programs. A part of every meeting should be reserved for the safety aspects. At these meetings the employees make the suggestions since they are often closer to the program than the recreation director who is coordinating many efforts. Although many of these ideas may appear insignificant one may be the bud that could blossom into something important.

Whenever possible, written material should be distributed. Excellent safety material can be purchased from the National Safety Council, program aid companies, or they can be made up by the individual to fit his requirements. Whatever you distribute be sure to follow it up. If you don't you will be creating the impression that it is something you want him to do, but actually it matters little whether he does nor not. The best morale builder is for the leader to set a good example in thought, word and deed.

Safety procedures are the same off the job as they are on the job. There is never a time when we can relax and feel that we are accident free. Preparations for safety must be on a 24 hour basis.

Until I was appointed on this committee, I took safety for granted since we have had little trouble over the years. Analyzing our program, I can see countless areas of possible trouble. Maybe you too ought to survey your program and take corrective measures before something happens.

Some of the off the job activities we should investigate are: the participants themselves, the depth of the program, the facilities, the equipment and the amount of supervision given.

First aid is a necessity in a safety program. Training should be given to the leaders, paid employees, officers, umpires and referees so that any emergency can be handled. Accident prevention reduces human suffering. Safety, therefore, is one of your prime obligations as a recreation director, to your company, your fellow directors and your fellow men.

Areas to Investigate

D. H. ZIEVERINK, Recreation Supervisor, General Electric Company, Evendale, Ohio

Safety in recreation should be looked upon as an important factor in recreation administration. If this is overlooked your entire program may be jeopardized. One unfortunate accident could be the cause of a serious curtailment of your activities program.

Therefore, it is important that high safety standards be incorporated in your activities program. Particular emphasis should be placed on the places where recreation activities are to be conducted.

If you rent facilities, make sure that those responsible for these areas maintain their facilities in such a manner that every precaution is taken to avoid hazardous conditions. If, in your opinion, these standards are not maintained, activities should be scheduled elsewhere, or pressures brought to bear to correct these conditions. It is advisable to limit program participation, rather than extend participation and sacrifice safety standards.

At times situations present themselves which will necessitate a positive corrective action plan on the part of the person administering the recreation program. Such was the case at our plant when the supervisor of safety advised me that there was an abnormal amount of compensable accidents taking place in our softball program, and, unless something was done, consideration would be given to eliminate softball from the recreation program. With the combined efforts of the safety supervisor, the recreation staff, and the establishment of a safety representative on our board of trustees, this problem was studied.

After conducting an investigation of this matter, it was discovered that the majority of softball injuries were occurring to the lower extremities of the body, i.e., below the knee. Further investigation revealed that the cause of these accidents was due to wearing spikes and sliding.

After considerable study, the decision was reached to eliminate sliding. This recommendation naturally met with resistance on the part of the participants, but after a year's experience the results proved the decision to be correct. Our accident experience was less than one-half that of the previous year, and the severity of the injuries was considerably less. Everyone including our safety supervisor was pleased with the results, and participation in the program increased rather than decreased.

All possible areas should be explored when incorporating safety into your recreation program. A few of these are:

1. Participants who register for the more strenuous physical activities should be checked against plant medical records to screen those who

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are not physically fit to participate.

2. Accident report forms should be filled out on each accident and these reports studied.

3. The safety supervisor should be consulted in the program planning.

4. A member of the activities council should be assigned responsibility for assuring the inclusion of good safety practices in the programming.

5. Some recreational activities, because of their high hazard potential, should not be included in the programming unless strict safety measures and controls are established.

6. As the average age of employees increase you may find it advisable to modify certain phases of your physical activities program.

7. Periodic inspections should be conducted of the facilities utilized for recreational purposes, and a formal report issued on the results of such inspections.

The climate the recreation director sets, relative to recreational philosophy, fair play, sportsmanship and good common sense will do much to curb problems in the safety area.

Unpopular, But Necessary Task

EDWARD B. BUTLER, Director of Public Relations The General Tire & Rubber Company, Akron, Ohio

It is not my intention of standing up here posing as an expert in a field where you men and women are the real experts, but I'd like to make a few observations from experience as a representative of a large industrial concern and from my background as a former feature writer on sports subjects.

Mainly, the company events we sponsor are held away from the company property, and this, as you well know, has its problems. The employee feels, even though the program is company sponsored, that he is wise enough to take care of himself. He doesn't want any rules and regulations on his behavior.

His thinking, even though he doesn't express it in so many words, is: "It is all right for the company to regulate my behavior at the plant, but that authority stops when I walk out the front gate." You know that this is true as well as I do, and that's where the problem begins.

But with the liberalized thinking of the industrial commissions in so many states these days, it behooves you to do everything possible to regulate the company-sponsored event, even against the wishes of those you are trying to entertain.

Surely you are finding, as we are, that the commissions are making compensable rulings in a great many more incidents than ever before.

Our safety director keeps repeating this thought: "When people are required to follow a pattern designed for their safety, they don't get hurt. Thus, we must have a safety discussion on every event we sponsor." You know he is right, but too often we think of the company picnic, the company dance, the company bowling leagues, the company softball and basketball leagues as extra-curricular activities that will handle themselves.

This, of course, is not true.

Our company picnic is a case in point. We have held this program at the same off company property for the last 15 years. It is a big event, and even bigger when our employees invite all the families in their immediate neighborhood to attend.

Fortunately, I can report we have never had a serious incident at this affair at which more than 20,000 men, women and children attend. The reason for this record is simple. We have an active and working safety committee.

This committee functions more aggressively than the picnic committee itself. It annually inspects the picnic site. It inspects the ball park, the field where the athletic events are to be staged, and it posts the park from entrance to exit with signs directing the people to the first-aid stations which we provide and man.

The only incident on record which comes under the "unusual" tag happened five years ago. One of the pregnant mothers decided to take a trip on the roller coaster, and, much to her surprise, she gave birth to her youngster at the end of the ride. This was a problem for the safety committee, and the fact that the child is healthy today is a tribute to its alert work.

The park where we hold this picnic has adopted this safety committee as a "must" for all company programs. The manager tells me that accidents have virtually disappeared in all picnics where the company gives its safety committee authority to function.

Company dances are social functions, but you can never be too careful here either. Our committee takes a look at these facilities, too. It is nice to decorate the hall with streamers and balloons, but we long ago learned the hazard of this, and we strongly discourage it. There is always the guy who wants to put his lighted cigarette into the balloon, or the fiend who lights the end of the streamer to see what'll happen.

You know what the result would be, and an industrial organization just can't afford to have this happen.

Like you, we too have company sponsored athletic programs. We have these for the normal morale building purposes, but we also have them because one of the important divisions of our company is the Pennsylvania Athletic Goods Division, if you'll stand still for a commercial.

These are real problems. Accidents in athletic events usually result from two principal causes: (1) failure to wear adequate protective clothing or equipment, and (2) in the excitement of the contest, failure to use common sense.

The failure to use protective clothing or equipment sometimes results from a lack of funds, but often it is because the competitor does not like to be bothered by wearing the equipment.

Recently, our safety director repeated a comment in our company newspapers in an article about summer activities which makes a good point. I'd like to repeat it.

"By actual count in a big league baseball game, only one pitched ball out of 602 grazes the catcher's mask and only one out of 1,167 strikes it squarely. Despite these odds, no big league catcher will gamble on the 1167th ball, yet the mask he wears is extremely heavy and somewhat restrictive to his vision."

He was trying to get the point across to our athletes that they should not gamble in sports, even on their own time. The ratio of off-the-job accidents is easily 4 to 1 and it is just as serious to a company's operations to have a top-flight tire-builder, mill-operator or a market research expert hurt in a softball game as it is to have him slip on a greasy elevator.

We try to preach safety all the time, as I know you do. We now require the participants in our softball and basketball leagues to have physical examinations just because we want to convince them we are concerned with their off-the-job safety.

But we still get the guy who wears his street glasses at the plate, the overweight guy trying to set a new record

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circling the bases, and the guy who catches without a mask. Just imagine what would happen if we had the safety director stop a ball game because he wanted to remove these hazards.

The manufacturers of sporting equipment have tried to mimimize the hazards of athletics for the leisure-time employee, but few will admit that they are satisfied with the results.

You know that baseball has taken important steps to protect its players by requiring them to wear protective headgear at the plate, but only today I read where a famous radio commentator refers to the headgears as "garbage pails." This may be funny but it has a detrimental effect on the youngsters who are listening, and they resist this important protection.

In football today, all players are required to wear protective headgear and also face protectors. Just this year the rule has been altered to require a rubber covering for the face bar. This not only saves the player wearing it but it prevents damage to the opponent.

There is little a manufacturer can do for the basketball player although wonderful work has been done in building arch and ankle supports in shoes. During my athletic days, most injuries in basketball resulted from twisted ankles, and while this still happens, its frequency rate has diminished.

If you have any employees who have been bitten by the boating and water-skiing bug—and this is a tremendous thing in this nation today—it would be to their safe-keeping if you would have your plant-paper editors run the rules and regulations of behavior in these sports. All these manufacturers are working hard to educate the people, but the problem is terrific.

Boating is the hottest sport now in the United States, even to the extent that many states are building inland lakes to provide for it. But something must be done to reduce the hazards in this sport. We need speed controls, we need driver-training, and we need rules and regulations on transporting these boats on the highways.

The trailer manufacturers, for instance, have done a great job of equipping their trailers with safety straps and lights, but they find it difficult to get the sportsmen to keep these things in working order.

It is true that I have strayed all over the lot on this discussion, but the future problems in these off-the-job activities of our employees will be much greater than they are today.

Looking down the road a few years, we are facing a great increase in leisure time activities as the work-day and the work-week gets shorter. We want our employees to have fun, but we want them also to be physically-sound on their jobs.

Because people are people, we just can't set down hard and fast rules and expect them to accept them. But we need to step up our efforts of educating them on the hazards of playing as well as the hazards of working. We have made our factories the safest places in the world through great emphasis on safety, and now we'll have to do the job away from the plants.

Yes, you are your brother's keeper. Your job is going to get tougher and not easier, but as recreation experts you have to keep people healthy as well as happy, even if they don't want it.

PANEL V

Preparing the Employee for Retirement

CHAIRMAN: A. H. Spinner, Supervisor of Employee Activities
Armstrong Cork Company, Lancaster, Pa.

Introduction

Someone has said—"A good rule to remember as we grow older is Thorndike's celebrated 'Law of Exercise.' "

This law may be interpreted as saying that if we have a faculty and use it, we will tend to keep it; but if we fail to use it, the chances are we will lose it.

Perhaps this law explains why so many accomplished people continue to be active and productive in old age. They exercise their faculties, and, as a result, they retain them far longer than would otherwise be possible.

There are many notable examples to substantiate this:

Duggar discovered aureomycin at 72; McArthur, at 75, became a successful industrialist following retirement from the U. S. Army; Konrad Adenauer at 81 is certainly one of Europe's most commanding political figures; Frank Lloyd Wright was said to be in his prime as an architect in his 80's; Arturo Toscanini at 89 was hailed as the world's greatest conductor; Grandma Moses at 97 is a popular American painter, and Syngman Rhee, at 84, is still very much in the world picture.

Of course, these are the exceptions rather than the rule, and the great masses have never heard of Thorndike's "Law of Exercise," nor do they practice it.

There is an example of the other extreme as told in a story about a preacher who was about to retire after many years of service and, of course, wanted to preach his very best sermon on his last Sunday. After the service, he was greeting his many friends in the congregation and bidding them farewell. Along comes the inevitable woman in every congregation who says, "Why, you don't know me?" The preacher's response was, "And furthermore, I don't give a damn."

Now somewhere between these extremes there lies a vast field of humanism awaiting exploration and development. Whether or not this is a responsibility of industrial management is a question that cannot be easily resolved. Nevertheless, the subject of retirement and the retired employee has become a very important one within the last several years and the problem will be greater tomorrow than it is today.

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Many industries today are contributing to the economic well-being of their retired employees, even to the point that it is almost universally accepted. Whether we like it or not, I firmly believe as time goes on we shall be forced to consider also the psychological and social welfare of employees when they retire.

Not long ago there appeared an article in the Perfect Circle magazine on the subject "Preparation for Retirement." The writer stated—and I quote—"retirement years may be "golden years," but only for those who make the necessary preparation."

Group Counseling

TOM ADAMS, Industrial Relations Department, Owens-Illinois, Toledo, Ohio

In 1954, to guide our planning in this area, our company conducted an opinion survey among a carefully chosen sample of almost 500 people, including both active and retired employees.

The results of this survey indicated that at least 40% of our people probably will resist retirement and be discontended with the experience. In addition to pointing out a need for a retirement preparation program, the opinion survey eliminated any question as to whether our people would regard retirement preparation as an intrusion into their private affairs. Nine out of 10 people were agreeable to and in favor of a pre-retirement program.

However, while we agreed with the arguments for developing a retirement preparation program, we were also aware of the negative side: the subject was not generally felt to be an urgent problem, and to be done properly it would require definite expenditures of time and effort on the part of the plant personnel departments.

Also, we were aware that some authorities doubted whether company-developed retirement preparation programs had any positive effect in motivating people to plan for retirement or, as one writer stated, that the programs might well create problems rather than eliminate them by simply succeeding in raising the problems of retirement without succeeding in motivating any action on plans to eliminate them.

Because of this latter danger, we felt that an adequarte preparation program would require a skilled and professional approach in the counseling area, such as provided by the University of Chicago retirement preparation program.

We investigated this program and, in 1958, agreed to take part, along with several other companies, in a study designed to evaluate, standardize and revise it.

This program uses a group counseling approach consisting of a series of 11 meetings. The approach utilizes a trained conference leader and small groups of participants. It also includes a test instrument similar to an attitude survey which is given to participants before and after the 11 sessions. It is designed to measure an individual's need for retirement counseling and whether anything has been accomplished by the sessions.

We selected one of our plants for the study and have been conducting the retirement preparation sessions for the last year. However, as of this time the results of the study are inconclusive.

The evaluation of the test instrument has not yet been completed. Three groups of our people have completed the 11 session program. The participants who attended have been enthusiastic.

However, with the exception of the first hourly group, we have had a problem of participation. The last group had only five members (there should be 15 or 20). It appears that success might depend on the amount of push a plant might want to give to the program. We are going to continue the sessions in the study plant to find out.

We have not yet decided what form a retirement preparation program in Owens-Illinois will take. Sometime this year, after we have had a chance to evaluate the results of the University of Chicago study, we hope to come up with a firm recommendation for our plants.

This will probably list certain minimum steps that each plant should take in preparing people for retirement and will also list many other optional activities from which the plants might want to select.

Is It Strictly Personal?

R. B. MIDDLETON, Employee Activities Supervisor, British Columbia Electric Company, Ltd., Vancouver, B. C., Canada

I am sure every one of you will agree that preparation for retirement is an individual responsibility.

The employee who looks forward to retirement is in the minority. Surveys, and there are many, point up the fact that most people approaching retirement do not want to retire. Many companies, especially the large ones, try to make retirement attractive. Counselling service, both voluntary and compulsory, is offered, commencing perhaps five or 10 years before retirement. This may be done on an individual or group basis. Recreational programs and hobbies of all kinds and other related topics are discussed. These well-intentioned efforts are not without profit, but I suggest that much of it may be misdirected.

The question that troubles most older persons as they approach retirement is not what hobbies or recreational program should be taken up, but rather how to maintain a decent and independent standard of living on a sharply reduced income.

An employee wants to keep on working mainly for one reason, to maintain his income. To suggest hobbies such as stamp collecting, wood-working, ceramics, etc. that will cost him money and not bring him money, will obviously meet with a cool reception.

From many years of counselling our employees and being liaison between management and our 900 pensioners, I am convinced that money by which a reasonable and accustomed standard of living may be maintained is the number one need. (My company confines counselling, which includes the employee's wife wherever possible, to matters involving the company such as pension plan, insurance, M.S.A., etc.)

Experience has shown that applications for work from retired employees originate mainly from those in the low pension brackets. Those with sufficient though perhaps moderate means who are not badgered too seriously with the need to make both ends meet, find time for community work, hobbies, and other enjoybable occupations.

There is no pat solution to a retiring employee's financial problem. Employers, I am sure, will never alone be able to furnish such pensions that will adequately meet the drastic cut in income engendered by retirement and the steadily declining purchasing power of the dollar.

I feel that the solution to this all important problem of preparing an employee for retirement is not to be found entirely in the preparation for retirement programs that are in many cases being offered. In fact, in some instances, I am sure they are harmful.

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It seems to me that an executive's authority suffers when he is called to attend meetings years in advance of retirement when everyone knows this foreshadows the end of his service. Can we assume that an employee, whether he be an hourly paid worker of a salary man, will maintain his initiative while he is being constantly reminded over the five or so remaining years of his service that he has only a few more years to go before he retires.

Without doubt, retirement for the great majority of us will be a considerable shock and it seems to me that the problem is not lessened if it is met in advance or spread over what should be some of our best working years.

One thing is certain. Many people are concerned and thinking, and out of the information becoming available and the experience accumulated, somethink useful must evolve.

Relatively speaking, there are few firms in the United States and fewer still in Canada who have embarked upon an employee counselling service. Supposing industry as a whole does engage in such an undertaking, there will still remain thousands of small firms whose very size economically precludes a service of the kind the larger firms are able to provide. A pre-retirement counselling clinic tied in with business, professional and government services and staffed by experts may be the answer.

What Does the Retiree Think?

LARRY DEAL, Inland Mfg. Div., General Motors Corp., Dayton, Ohio

Many persons anticipate retirement with pleasure. They prepare for retirement years with the same interest, ingenuity, and common sense with which they meet other life experiences. Many other persons dread retirement. They avoid thinking about it and planning for it.

Programs of preparation for retirement are based on the assumption that they will aid in the transition and adjustment of those who encounter difficulties.

The most important ingredient in each program is the fact the individual is encouraged and aided to look at his retirement in advance so as to come to some kind of terms with it.

The aforementioned thoughts ran through my mind when I first considered serving on this panel on "Preparing Employes for Retirement". I wondered what I might say that would not duplicate what someone else might say. What could I do that would be unique to the panel presentation?

I thought, if senior citizens could formulate their own pre-retirement programs what would they include? I decided to find out. A survey among senior citizens should produce the answers.

Having had many contacts with the Dayton Senior Citizens' Center and its director, Miss Edna Studebaker, it was easy to arrange the details. The membership listings and addresses were readily made available. This listing totalled some 543 persons.

Next a determination had to be made as to the kind of questions to ask. Through consultation with Miss Studebaker, and Miss Mary Ellen Hubbard, assistant director of the Dayton Community Welfare Council, who is very much interested in programs for Senior Citizens, the following three questions were drafted.

First: Did your employer advise you regarding plans for the years following retirement? If he did, in what areas did he give you advice?

Second: Do you think employers should advise employes regarding plans for the years following retirement?

Third: If you believe that employers should advise employes regarding plans for the years following retirement, in what areas do you believe this should be done?

Through these questions we believed we could get a good idea of what persons thought would have helped them, had they had help, before they retired.

The questionnaires were prepared and circulated by mail. A self-addressed, stamped envelope was enclosed for convenience in returning the completed form. At the same time, I appeared before a membership meeting of the Center to explain in detail that I was attempting to find out, and the purpose for which the material would be used. Some 200 persons attended.

Following my presentation in the question and answer period there was much favorable comment. Most of those in the group were ready to help. However, some of the Senior Citizens used the occasion to air some of their pet retirement complaints.

Although this survey was conducted in a very limited time 35 percent of the Senior Citizens completed and returned questionnaires. Some are still coming in. Here is what we found out.

On the first question, "Did your employer advise you regarding plans for the years following retirement?" about 17%—one in each six—stated that they had had assistance. Stated in the reverse, five out of each six had had no assistance.

Even among the 17% who received pre-retirement counseling, the comments relative to assistance received indicated, for the most part, that assistance was in limited areas. It as evident that none of the group had experienced assistance from a well-rounded, highly organized pre-retirement program.

On the question, "Do you think employers should advise employees regarding plans for the years following retirement?" 75% thought employers should—three out of each four.

With few exceptions the Senior Citizens expressed themselves in favor of and appreciating any pre-retirement counseling an employer could give.

However, the answers indicated that any counseling and advice given should come from an experienced, well-trained individual; that pre-retirement sessions should start a number of years before retirement; and that any assistance should be in the form of information to be assimilated as the retiree should see fit according to his needs. It was readily apparent that direct, preachy advice was not appreciated.

It was also interesting to note that some Senior Citizens did not appreciate attempts to give pre-retirement assistance. Some of the comments ran along these lines: "I do not believe that you should be advised because if you have a hobby and work at it hard there is no use in retiring."

Another comment ran, "If mentally alert, I believe the individual much more capable of handling all these retirement matters." Still another said, "There are always private details in most lives that you would not care to discuss with the employer. And another said, "I would rely upon legal advice that I respected, rather than several opinions that could be confusing."

Another said, "Very few employers 'care' what the retiring employee does, and very few are capable of giving sound advice on this subject." One said, "I think when we are old enough to retire we need no one to advise us as we ought to be able to manage our money and hobbies."

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On our last question, "If you believe that employers should advise employes regarding plans for the years following retirement, in what areas do you believe this should be done?", a great percent of the answers concerned the area of recreation, including travel, hobbies and other programs to keep retirees active. In fact over 50% of the suggestions were in this area. Next most ideas for assistance were in the area of budgeting income.

One senior citizen made this sage comment, "I think it would be well for companies to keep in touch with their retirees, and through this method could get some good information to use in counseling those who expect to retire, in other words, this would enable them to give more and better advice in preparing employes for retirement."

Summarizing the suggested ideas, the senior citizens thought that employers should include programs on budgeting retirement income, renting or buying a home, purchasing insurance and annuities, travel, recreation, hobbies and other programs to keep retirees active.

Throughout the questionnaires, comments included words of appreciation and praise for the work of the Senior Citizens Center. In the words of many, membership in the Center gave them new life. Only a small percentage of retiring employes are receiving pre-retirement counseling from their employers, although most retirees feel that such pre-retirement assistance would be extremely beneficial. And, one of the most urgent needs of retirees is counseling and advice relative to programs which will help them "Keep Active After Retirement." They are aware that stagnation brings on decay.

If through pre-retirement counseling we can present to employees a variety of "keep busy" ideas, we will be satisfying a great need.

PANEL VI

Common Sense Cost Cutting

CHAIRMAN: Charles Haggerty, Supervisor, Recreation Unit
Ford Motor Company, Dearborn, Mich.

Introduction

Its open season on cost cutting! In fact its always open season on cost cutting, because when cost cutting goes out of season, your program is liable to go out the window.

Cost cutting taken by itself is basically a negative way out. A more positive approach would be to think analytically and creatively about better methods and cost.

In programming at Ford Motor Company, we feel that sports, clubs, social events, or any other recreational activity should be employee initiated, employee desired, and employee supported.

Recreation, like any other form of personal enjoyment, loses some of its spontaneous enjoyment when it is forced upon people or inhibited by various kinds of controls.

At Ford, employees organize their own teams and recreation groups. The company gives full support and when necessary provides facilities and some financial assistance. Ours is a low-pressure recreation program.

The principle of partial self-support among activities is advocated at all times. For every dollar spent by the company, the employee spends 15 times as much for fees, admissions, personal equipment, etc.

We do not aim to develop individual stars in softball, baseball and basketball. No official depreciation is intended on varsity sports. However, we do believe foremost in activities in which the greatest number can participate and find enjoyment.

It is a common practice for employe groups to raise funds by charging admission fees to various events sponsoring fund-raising projects, etc. Selling books, magazines, household articles and other commercial items at a profit for a purpose of raising funds is not authorized.

As these employe activities become partially or wholly self-supporting, company expenditures decrease proportionately.

In talking about better methods, lets consider budget planning. Recreation programs as well as other industrial relations functions, need advance planning to make such programs function effectively. In order to develop a budget for a recreation program it is most essential that advance plans be made.

In addition, planned programs give the recreation director advance information on the number of activities he will need to coordinate for the year, approximately when the activities will take place, and how much time and help will be needed to handle the program.

Yearly Plan

The Yearly Recreation Program Plan is usually a general plan of the activities planned for the coming year. Activities taking place during a certain month are listed chronologically. Estimated costs or past cost figures are usually included in this plan in order to obtain general budgetary approval to conduct the program for the coming year. Such a yearly plan is usually made up in time for inclusion of costs in the annual budget.

Activity Plan

As soon as a date for an activity has been decided, an activity planning sheet should be placed in the recreation notebook or file. All conceivable details, deadlines, and problems that might arise in putting on the event should be listed on this activity sheet. Recreation directors should consult these activity sheets periodically to make sure the planned event or events are being taken care of properly. It is suggested that specific dates for activities be chosen well in advance to insure proper planning.

Internal Control

If Ford contributes financial support to an employee recreation activity, the cost is budgeted by the sponsoring location. The manager of the location must approve all expenditures of com-

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pany funds for these purposes.

Items provided for recreation by the company must be procurred through normal purchasing channels and their receipt is to be substantiated in accordance with accounts payable procedure.

The use of company purchasing channels by employee recreation activities to acquire items with their own funds is subject to the approval of the local controller.

Lets turn now to a recent change we have made in the internal finance structure of our employee recreation association. Our employe recreation association is self-supporting. Its income is derived from dances, employee travel programs and theatre ticket service for employees in the Detroit area.

All organized recreation activities have representation on the Recreation Council. A year ago we recommended that the council could help out the member activities financially. A resolution was drawn up and adopted that the council's treasury should be divided into three major accounts: (1) Loan, (2) Grant, (3) General.

1. Loan Fund

Loans can be made to member activities from this fund upon a written request to the Executive Board, and approved by a majority vote of the General Council. The period of time for the loan should be stated with means of repayment. No rate of interest shall be charged. This fund will also be used as financial backing of council approved activities sponsored by member clubs.

2. Grant Fund

This money is to be used for direct financial assistance to member activities and will not be repaid to the F.E.R.A. Requests for such grants should be in writing to the Executive Board and must have a majority vote of the General Council.

Grants should be made for reasons listed:

a. Partial sponsorship of representative teams in Mid-West or National tournaments. (golf, bowling, gun club, etc.) Cost of sending such teams should be divided among the company, the member activity, and F.E.R.A. Money to help defray costs of transportation, lodging, and food.

b. Purchase of Equipment

If a member activity desires to purchase special equipment which will help further the progress of the club program, if the equipment is reasonable in price, upon presentation of three bids, F.E.R.A. may pay the entire amount. If the equipment is quite expensive, the cost may be split by F.E.R.A. and the member activity.

Examples of equipment purchases:

Flood Lights—Camera Club

Portable Generator—Radio Club

Timing Equipment—Motorsports Club

Equipment purchased should not be of an expendable nature.

c. Donations for tournaments and special events.

If a member activity sponsors a tournament or other special event at which prizes and trophies are to be awarded, F.E.R.A. may donate cash toward prizes or special trophies for the winners.

The amount of such a donation may be either a flat amount or based on participation.

Factors to be considered in making grants:

a. Must be an activity in good standing with the F.E.R.A.

b. Must have contributed to the support of F.E.R.A. Programs.

c. Size of membership of activity.

d. Nature of activity being planned.

e. Need of equipment.

f. Number of programs planned by the activity.

g. Financial condition of the member activity.

3. General Fund

This fund will be used for conducting regular business. Expenditures from this fund in excess of $50.00 should be approved by the General Council, except for the cost of authororized dinner meetings.

Now I would like to talk about the methods we use in running three of our largest Recreation activities; namely, bowling, golf and softball. While these activities are partially administered by volunteer employee leaders, Recreation maintains control of the activities through these volunteer leaders and the sponsorship it provides.

In bowling, we have a Ford Employee Bowling Association that sponsors three types of bowling on a full season schedule; men's leagues, women's leagues and mixed leagues. In addition, the Association conducts and runs the Recreation Bowling Tournaments for employees in the Detroit Area. The Association realizes its income from the office expense fee that is charged each individual bowler in tournaments as permitted by the A.B.C. Employees participating in a Ford Employee Bowling Tournament are required to pay bowling fees at their own expense. Company funds are not permitted for this purpose. Annually the Association sponsors a Mixed Doubles Tournament, a National Telegraphic Tournament, a Men's Tournament and a Champion of Champions Tournament. The Association also sponsors the team that goes to the National Industrial Bowling Tournament.

A few of the bowling practices used are:

1. Bowling shirts are not furnished at Company expense; however, if the employe furnishes his own shirt, the Company may pay for Ford lettering not to exceed $2.00 a shirt;
2. Financial assistance from vendors or contractors doing business with the company cannot be accepted;
3. Recreation awards at Company expense for winning teams may be furnished to employees or members of their immediate families;
4. Miscellaneous services such as typing, mailing service, after-hour meeting space and counsel is furnished by the Company.

During the past season in the Detroit area, we had 107 bowling leagues with more than 5,500 employees taking part.

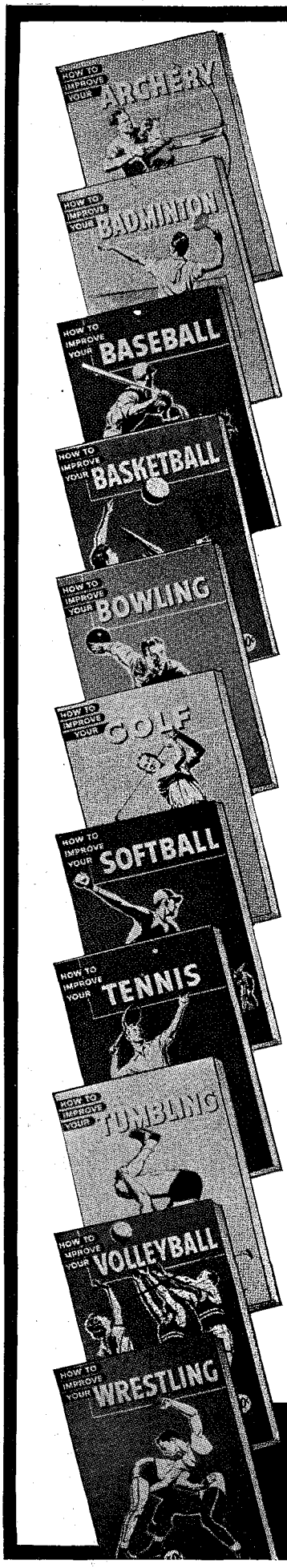
We also have a golf association. The golf association is self-supporting and derives its revenue from a $1.00 membership fee from each employee that joins and by the sale of golf balls to members of the Association at reduced prices.

Employees are not obligated to join the Golf Association and may play in Ford leagues without being members of the Association. The Association conducts the golf tournaments which usually number five or six a year.

Company financial participation in these tournaments is limited to provide a reasonable amount for trophies and awards. Under no circumstances does the company pay for any part of the green fees, dinners or refreshments. The Association also sponsors the golf team that goes to the National Industrial Tournament.

Last year, the second year in which the Association charged a membership fee, we had 134 golf leagues with more than 3,600 employes taking part in our golf program. More than 2,200 joined

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the association.

Last but not least of these three large activities is softball. We have a softball association. However, in running the softball program, our Recreation Unit has to take a more active part. At recreation we are responsible for issuing equipment, scheduling the playing fields and hiring the umpires. Basic team equipment is furnished by the company. This includes softball bats, balls and jerseys. The softball bats, balls and jerseys are not returned to Recreation at the close of the season. Officials' fees for all games are paid by the company. Last season in the Detroit area we had more than 220 men's and girls' softball teams taking part in our recreation program.

This has been a brief review of some of the methods used in carrying on the recreation program at Ford Motor Company. In conducting a program, specific attention is focused on three important factors:

1. Emphasis on the importance of establishing activities, based on employee interest, to achieve sustained participation. We avoid the use of huckstering and high-pressure promotion techniques.
2. Stress on the value of employee self-administration to determine the character and make-up of membership in activities so as to eliminate possible complaints of Company racial discrimination or anti-unionism, etc.
3. Encouragement of the principle of financial self-support among groups in order to eliminate complaints of company paternalism.

How to Tighten Your Belt

JOHN DOYLE, General Supervisor, Employee Activities, Eastman Kodak Co., Rochester, N. Y.

The 1958 recession resulted in most businesses taking a hard look at their expenditures, and our recreation expenses and methods also were gone over with a magnifying glass.

We had one popular feature, which because of postal regulations, were called Games Parties. Eight of these parties were held during each winter season and varied in attendance from 500 to 1,800 people. A lunch was served at the end of each party, consisting of sandwiches, potato chips, ice cream, cookies and milk or coffee. To do this, it was necessary to have a kitchen staff of 10 people, including a cafeteria supervisor, assistant dietician, and eight others. All, at time and a half rates.

The simple change was to cut the lunch to brownies, ice cream and coffee or milk. By so doing, we were able to cut our kitchen staff from 10 to two people. The saving in raw food cost per party was not large, but the savings in labor were great. All other features of these parties remained the same, and members accepted the change without complaint.

Another change had to do with our Spring shows and our Sunday matinees. Previously, all help used had been paid help, of the time and a half or double time variety. Naturally, only professionals were used on stage, in the pit, and in the projection booth, but for ushers, ticket takers, guards, etc. we went to volunteer help with excellent results. Here again, the savings were substantial in labor costs.

For our annual picnic, we were able to eliminate all of the children's races and events without complaints. Other features of the picnic competed for their time anyway, and we thus saved in labor and prizes, and eliminated a source of potential accidents. Also suffering from too much competition from the rides and the refreshment stands were the five outdoor acts that we provided. With the elimination of the acts, we not only saved their costs, but the high costs of constructing a large stage, high enough for the acts to be seen. Another saving factor instituted several years ago was the practice of not selling any tickets on the picnic grounds. With all sales being in advance, it gave us a good count for our vendors, and prevented outsiders "crashing" the picnic and purchasing tickets at our give-away prices.

During the recession we lost most of our young men, naturally the short service fellows and the same group which contained a great many softball players. In addition, the local industrial league was playing twilight ball which conflicted with the dinner hour of spectators. This reduced the spectator interest to a very low level, and prompted us to drop our representative team. Incidentally, while on softball, several years ago we discovered that if we purchased a substantial quantity of softballs (two years' supply), and had the balls delivered to us with our own brand on the ball, that we could effect a substantial reduction in cost. These balls have been purchased direct from the manufacturer, and the last purchase resulted in a savings of $7.00 per dozen.

We have had a chorus for some years, with a paid director and pianist. This past year, the chorus has had from 36 to 40 members attending each rehearsal, but only 20 to 22 members showing up for performances. This factor resulted in the Chorus making only a fair impression at their public appearances, instead of an excellent one. This unique switch in attendance, generally the other way around, prompted us to drop the chorus and save the money. If they weren't interested in singing before the public, we were not interested in supporting them.

For our dances, we found, that instead of paying out high rents for hotel ballrooms, that some very nice country clubs and lakeside places would let us use their ballrooms or dance floors, either at no cost or a very nominal charge. Inasmuch, as most of our dances were held in their off season, they were glad to have us use their facilities for the amount of food and bar business that would result.

We annually issue membership cards for four clubs, the Recreation Club, Field & Stream Club, Camera Club and Management Club. Previously, these membership cards were completed by a combination of addressograph, typing and hand. When our payroll, some time ago, was put into an IBM 705 machine, a separate IBM 407 machine was also used in the payroll system. By going from a die-cut membership card to a continuous form membership card, we were able to use the IBM 407 machine to turn out our cards. Very easily and very fast. As the machine was wired for each club and the cards fed through, a membership card to a continuous form membership card, we were able to use the IBM 407 machine to turn out our tribution, and eliminated a terrific annual chore. If your payroll is done by machine in your company, I'm sure that this can be done for you.

And finally, the last saving that we made was in the purchase of an electronic accounting machine. Previously, all accounting had been done by hand. Our business turnover has been running over $2 million a year and required a full time accountant, plus the part-time assistance of other staff members. The paper work was terrific and we could never get caught up. Quarterly statements required four to five

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weeks work, with other phases of our accounting system being held up to get out the statement. We looked over the field of machine accounting and found several fine machines from different manufacturers. However, for our purposes, we chose the Burroughs Sensimatic, Model 1500, which covers every phase of our accounting system. The machine has 19 memory units and four custom programs built in it. After the transition from paper to machine, we found that all the information can be put into the machine in less than four hours a day, thus keeping our transactions current.

Statements that required four to five weeks by hand can now be completed in less than one day. We feel that the machine will pay for itself in less than a year and a half, and will allow us to use the accountant's services for at least four hours a day on other staff functions.

Perhaps, you may not need a machine as expensive or as complicated as ours, but you should look into machine accounting regardless of the size of your operation. It can speed up your accounting work, give yourself or your staff more time for other work, and bring automation into the field of industrial recreation.

Self-Sustaining Programs

FRED A. WILSON, Coordinator of Employee Activities, Scovill Mfg. Co., Waterbury, Conn.

In view of the inflated dollar, I feel it impossible to cut costs in the promotion of recreational activities if we are to maintain desirable standards in the respective activities of our program. With management in the hard pressed position of trying to make a profit and pay dividends, I think it highly important that we think in terms of putting a recreation program on as nearly a self-supporting basis as possible.

It has become apparent to me that employees are quite willing to participate, not only in the activities, but to support them financially and through the giving of his own time in activities involving himself and the members of his family.

The maintenance of facilities being one of the bigger budgetary expenses, makes it imperative that all equipment and facilities be so arranged and constructed that a minimum of maintenance and supervision is necessary.

Eliminate varsity sports and concentrate on inter-departmental activities. By so doing, entry fees, uniforms, jackets, banquets and award costs are eliminated. Concentrate on the larger numbers who are interested in the departmental type competition.

Golf, bowling, badminton, archery, rifle, can all be put on a self-supporting basis. The respective groups will help to organize their own activity and establish a budget and assess weekly or seasonal dues to cover all costs including banquets, awards and equipment.

If new facilities are anticipated, think in terms of numbers and revenue. For example a golf course will not accommodate the numbers or supply the income that may be derived from a general swimming and recreation area or a gymnasium which may be used in a dual capacity for games, banquets, lectures, children's programs, etc.

It is doubtful if the employees of my company would have the recreational opportunities that are now available to them if this policy had not been adopted several years ago. As a result, they now have fishing on a well stocked lake and a fleet of 20 row boats, a 400 foot beach with a four acre pond for swimming, picnic facilities for the family, and a large pavillion with game facilities for departmental and club outings, a large gymnasium and a clubhouse.

All of the above are revenue producing or at least self-supporting.

Building and Maintenance Costs

KENNETH KELLOUGH, Recreation and Welfare Administrator, North American Aviation, Inc. Los Angeles, Calif.

Cost cutting can, unless intelligently applied, hurt your program. Industrial recreation has become an integral part of industry and as such demands that good basic business principles be applied.

Generally, I would like to confine my remarks in the area of facilities and maintenance of facilities. Common sense cost cutting in those areas begins with the planning of the facility. When a building is to be constructed it should be planned with an eye toward the maintenance.

Don't rush the planning. Before your architects go to work spend a considerable time with them. Be sure they know what purpose you expect the building to serve. Then listen to them. There are today many specialists in the field of recreation facility planning, and better acquainted with problems inherent in this area than the industrial building architect.

Be sure they know your budget. You may not expect that you will ever want to add to the building, but that time may come, and initial planning will make for cheaper and more efficient construction. We have two recreation buildings with auditoriums. This year we decided to air condition both of them. Because of better original planning we are able to air condition building No. 2 at a cost of $10,000. less than No. 1.

Yearly maintenance costs can be a burden unless such things as lighting, floors, office location, heating, restroom location, insulation, colors and many others are carefully considered.

Close coordination with the maintenance department of your company will save you money. They are experts and can give you an intelligently set up maintenance schedule.

Finally, set up a good depreciation schedule. If construction and equipment is properly depreciated monies will be available to renovate, replace or rebuild when the time comes.

Checklist For Cost Cutting

J. RAY THOMAS, Personnel Services Manager, Jeffrey Mfg. Co., Columbus, Ohio

Where to concentrate cost cutting efforts. Program, Equipment, Labor.

I. Program—Scrutinize the whole program.
   - A. Does the program cover the necessities?
     1. Physical
     2. Social
     3. Cultural
   - B. Does the program reach the majority of your people?
   - C. Should some of your program be revised or perhaps eliminated?
     1. Lack of interest.
        - a. Rifle Club—very active during the war, no interest after.
     2. Excessive cost with few participants
        - a. Baseball—cost of financing baseball team equaled cost of financing six teams of softball league.
   - D. One event activities—are they really appreciated?

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1. Bowling—headpin Tournament—cancelled because of lack of interest. City Tournament (company financed all teams in tournament—stopped because of excessive cost for short period of time.)

E. Company banquets for various activities.
1. Consider one banquet for all activities or one to cover each season of year such as softball, golf, fishing, horseshoes and other summer events.
2. Insure proper number of reservations by charging small amount with refund made when employee attends party.
3. Hold banquet at company activities building whenever possible to reduce cost of party.
a. Consider eliminating cost of speaker by making available activities at party such as shuffleboard, table tennis, table hockery, cards, etc.

F. Prize Awards.
1. Are they necessary?
2. How far should they go?

II. Equipment
A. Smarter buying.
1. Contact various suppliers—compare prices—buy at best price.
2. Buy in large quantities if possible (this will usually bring the price down.)
3. Buy in the off season.
4. Buy in the same color scheme supplementing wherever possible.

B. Quality Merchandise.
1. Better quality—longer wear—increase length of use.

C. Returning Equipment.
1. Concentrated effort in seeing that equipment is returned promptly.

D. Proper Maintenance.
1. Proper cleaning and storage.

III. Labor
A. Whenever labor costs are involved consider people in your program to do the job.
1. Umpiring softball games, refereeing basketball and volleyball, scorekeepers etc.
2. Hire, if possible, employees from your plant to prepare the dinner at your annual parties.
a. Get volunteers to work on committees helping to serve dinner.

PANEL VII

Ideas for Plant-wide Projects

CHAIRMAN: H. S. Naish, Chief of Employee Services
Convair, Div. of General Dynamics, Pomona, Calif.

Introduction

The growth of industrial recreation can in great measure be attributed to the birth of new ideas in the field of industrial recreation—ideas that have seen our programs grow from the purely "sweat-shirt" type to the all inclusive programs that are typical in our plants today.

Just as our recreation has expanded so has the recognition, by management, of the recreation director as an individual capable of more and more responsibilities in the employee service field of industrial relations. Management now realizes that the recreation department has a more intimate relationship with all the employees than any other department in the plant.

Blood Bank Program

FRANK DAVIS, Manager, Lockheed Employees Recreation Club, Burbank, Calif.

Because of Lockheed's record of nearly 100,000 pints of blood donated since 1950, the conference planning committee thought information regarding this program would be of interest to you.

In setting up a blood bank the usual method is to contact the Red Cross. If there is no Red Cross in the area, the commercial blood bank comes into being, as one or the other is required to fill a community need.

The best method of recruiting within a company is through the company paper, P.A. announcements, special drives and teams. At Lockheed, an application or master card is distributed through the timecard racks, and from this master card an appointment card is made up. This appointment card can be used 10 times—or almost three years—as 84 days must elapse between donations. And, of course, the blood bank program is brought to the attention of all new hirees and they are encouraged to donate.

There are certain restrictions in donating blood—the age limit is 18 to 60, 110 lbs. is the minimum weight, and many people are excluded because of their physical condition. There is no discrimination as to race. Giving blood is not harmful nor painful although many people have a fear of a needle.

Nature automatically replaces the blood almost immediately. There are 13 pints of blood in the average person. Sometimes one or two out of 300 will have a re-action and faint—this is psychological.

The key to a successful blood bank program is the scheduling. The entire set-up is voluntary except for the professional staff members. There is always a doctor in attendance and registered nurses take the blood. The cost of this professional staff is assumed by the Red Cross.

The Red Cross requires ground floor space, or elevators for donors, and equipment if ground floor space is not available (no stairs). Restrooms should be on the same floor, there should be adequate ventilation, and outlets within 25 feet of the beds and within 25 feet of the mobile truck, which is refriger-

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ated. The entire unit usually arrives one hour before the start of the schedule.

The company sponsoring the program should provide two men to assist the truck driver set up the bank, and to be available during the giving of blood. Units are available to handle 6, 8, 12, 14 and 16-bed operations, depending upon the number scheduled.

When a 6-bed operation is underway, the maximum number of employees notified is 180—the maximum number handled with 6-beds is 150, but allowances have to be made for an approximate 20% loss for rejects because of colds, temperatures, etc. with this operation 37 can be handled per hour. Everything is on a proportionate basis—when a 14-bed unit is in operation, 420 people are scheduled (allowing for a loss of 70 people because of rejects)—and 350 pints of blood can be obtained on a schedule of 84 per hour.

Units are set up at Lockheed every two weeks. In the manufacturing areas, supervision determines which volunteers to release depending upon the work load. Time off for an hour and a half is given by the company (give or take 15 minutes). If the blood bank is located within walking distance employees do so, otherwise the Red Cross provides transportation.

To set up a bank, space should be available for a registration room. The employer provides straight chairs, tables, and water. A testing room is needed, and another room where the blood is taken. A canteen is provided where liquids are served: 7-Up, tea, coffee, bouillon, and also cookies. An exit separate from the entrance is provided. (Lockheed has a building which is used as a blood bank only).

Usually just a portion of the blood is used by employees of the firm making the donations, but the program should be on a continuing basis for success. Only about one-half the population can give blood, therefore, it must be given in abundance to care for the community as well as the employees. The program has to be a sustaining one to be effective.

Blood is often needed in times of major surgery, childbirth, accidents, and for enemia, leukemia, and for burn victims, or at any time there is a loss of blood as in the case of bleeding ulcers. Also, a stockpile of plasma is necessary in event of an atomic attack. No substitute has been found for blood in cases of shock.

Human blood is only good for 21 days—it can be stored for that period of time, and then it is used for plasma and various serums and blood derivatives. Plasma can be stored for an indefinite time.

Blood donated at Lockheed is given as far as is practical. Everyone who works at Lockheed can obtain it as well as their immediate family members.

The Red Cross can only take as much blood as the community will support by funds, and blood banks are costly. If these services are wanted the funds must be made available, and no one can do the job as efficiently as the Red Cross.

As an incentive pins are often given to members of the Gallon Club. Also, there are Two-Gallon Clubs, Three-Gallon Clubs, etc. The blood bank is a fine program, and one to which each firm should subscribe if possible.

Fund Drives

OSKAR FROWEIN, Recreation Director, Republic Aviation Corp., Farmingdale, L. I., N. Y.

More and more companies are realizing that the recreation department (if it is a good one) is a department well equipped to operate fund drives. At Republic we have operated several, and I would like to describe our experiences, accomplishments, failures and problems.

During World War II, Republic Aviation with 17,000 employees, took part in a number of drives which were terminated at the end of the war. Republic now takes part in two major drives: the Long Island Fund, an annual "united" fund drive, and the U. S. Savings Bond Drive which is conducted every three or four years.

The United Fund Drive is conducted in the summer by an organization consisting of a Steering Committee comprised of top management personnel and representatives of each of five labor unions. The Steering Committee formulates the operation as follows:

In the production shops, where union stewards become campaign salesmen or solicitors; and in the non-production shops where supervision is requested to select personnel as salesmen—approximately one to every 50 employees.

Indoctrination meetings are held to acquaint supervision with the drive and with the "salesmen" themselves. All activities are conducted during working hours with those involved excused from regular duties (this latter being a major difficulty due to lost time).

The Fund Drive's major emphasis is upon payroll deduction over a period of a year. Merchandise prizes are offered under a drawing operation. Formerly employees received tickets to an all-star show (now eliminated) where additional prizes were offered.

"Salesmen" are given sales quota awards for individual performance, a cheaper item for a given number of sales and a more valuable one for a higher percentage, as well as merchandise prizes, since it is difficult to get good salesmanship just for the campaign itself. Determined through an IBM operation, customers are "issued" to salesmen, based on work vicinity and familiarity. (Union stewards do an outstanding job). The campaign pledge is $12.00 or 24¢ a day for 50 weeks and cannot be cancelled until the full amount is paid. With 15,000 employees and a ratio of one salesmen to each 50 employees, 750 salesmen are involved in "time off" from regular duties over a three or four week period.

The recreation department is responsible for organization, administration, maintaining records, etc. Our best performance was 74.3% participation, and we are still seeking better ways.

The other campaign, a "One-Day U. S. Savings Bond Drive" is new to us. Conducted on Veterans Day, November 11th, each of our employees already buying bonds via payroll deduction, become "salesmen" and contact, in that one day, a non-buying "customer." Relationship was again established through IBM payroll cards, distributed through supervision to the "salesmen" in each department and accompanied by letters of instruction.

Citations were established for 100% departmental participation. Buyers and sellers received tie-tack pins or cuff links, inexpensive items made expecially for the drive, in addition to being entered in a drawing for 50 merchandise prizes.

Personal letters from our president, issues of the company paper, posters throughout the plant and, on the day of the drive, the company band made a tour of the production shops with brief stops for talks by the company and union Drive Co-Chairmen and a Treasury Department representative. The drive required a staff of six to eight people for about three weeks, plus approximately 30 people on the day of the drive assigned as runners, trouble shooters and accountants. This

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was all handled by the recreation department, and no production time was lost.

Reception by employees and management was outstanding with an end result of better than 95% participation, leaving no doubt that a short campaign surpasses a drawn-out campaign.

A special case study was made for the Treasury Department and is available from various district offices throughout the country for the use of companies interested.

Suggestion Plans

AUGUST L. CAVALLORO, Central Staff Employee Programs, Ford Motor Co., Dearborn, Mich.

Even though the popularity of suggestion plans in business, industry and governmental agencies has grown by leaps and bounds since World War II, they are not a new innovation. Several American firms who have had them for over 50 years include: Yale and Towne Lock Company; Westinghouse; Bausch & Lomb; and General Electric.

The National Association of Suggestion Systems was founded in 1942 by 28 companies and now has about 1,200 members. In addition, it has also been estimated that a total of over 7,500 companies now have suggestion plans of some type or another in operation.

Purpose, Scope and Objectives

The purpose and scope of a suggestion plan is to provide for an organized system by which eligible employees may submit suggestions beyond the expectancy of their assigned duties and responsibilities and by which the company may appraise and evaluate them and either pay an award for the suggestions or reject them.

The objective of the plan is to promote a climate of constructive cooperation throughout the company. A further objective is to develop and maintain, in both employees and management, a more discerning and a more sympathetic understanding of each others problems.

Bear in mind that the suggestion plan is not, in itself, an objective. On the contrary, it is a means, a method whereby employees and management can be merged into a more closely knit unit, working together for the advancement of their mutual and individual interests.

Types of Suggestion Plans

Generally speaking, all suggestion plans are similar in that they (1) solicit ideas from employees, (2) subject them to review by management for the purpose of determining their merit or lack of merit, and (3) pay awards for the ideas that prove to be beneficial.

Strictly speaking, the best suggestion plan for any company is one that has been tailor-made to fit its particular size and needs and is, of course, in harmony with basic company policies. Specifically, no two plans are exactly alike, and cannot be, due to the size of the company, extent of installation and the general nature of company policies.

The chief difference in plans that are basically alike are in the areas of (1) who is eligible to participate, (2) what subject matter will be accepted for consideration, (3) the award limitations and the formula used to determine the amount of award.

Administration

Those of us familiar with this subject are aware that there is a considerable amount of time spent and quite a bit of paper work connected with the proper administration of a suggestion plan. Please realize that when a company solicits ideas from employees, they assume a definite obligation to give the employees' ideas fair and thorough consideration, equitable awards or factual rejections and do it as expeditiously, as possible. If this obligation is not met, the employees will quickly recognize the company's lack of attention and integrity toward the plan. His interest and enthusiasm will become nonexistant, and the plan will fail.

Benefits

It has been often demonstrated that the proper operation of a carefully planned, well organized suggestion plan will result in many benefits to both employees, supervisors and the company. For the employees, as a whole, the suggestion plan provides:

1. An opportunity for self-expression, as a result of a direct invitation from management to submit suggestions regarding ways and means of improving the conduct of the organization's affairs.

2. An opportunity for personal recognition due to the fact that accepted suggestions bring the employee directly to the attention of his immediate coworkers, and supervisors, and management, as an individual.

3. An opportunity for personal development and pride of accomplishment. By all means, do not make the mistake of underestimating the very human feeling of satisfaction which comes to an employee from the fact that his suggestion has been accepted and is being used. He is definitely proud of the fact that he has been able to point out improvements to management.

4. An opportunity for advancement. Closely tied in with the matter of personal recognition is an awareness on the part of the employee that his participation in the suggestion plan is made a matter of personnel record; that he is spot-lighted as one to be seriously considered for additional responsibilities, special training and promotion.

5. An opportunity for cash or other awards. This is named last, not because it is of least interest to the employee, but because the other benefits, all of which are of an intangible nature, very often out-weigh the cash award in importance. The cash award provided is appropriate, it is certainly a major incentive.

For the supervisors, the suggestion plan affords an opportunity for personal advancement in several ways. First, he is given the means of developing the thinking capacity of those who work for him. Second, as a result of increased thinking capacity, he will be able by encouraging worthwhile suggestions to improve the over-all economy and efficiency of the work for which he is responsible.

For the Company, itself, a suggestion plan provides benefits in the form of (1) Better employee-employer relations. This can be enlarged upon to mean more harmony between all employees, fewer grievances to process, improved housekeeping in the plants and offices, greater safety and the fostering of the feeling that it is a better place to work.

(2) Increased efficiency and quality as well as substantial cost savings on the products being produced.

Success of Suggestion Plans

You have all heard the old saying "The proof of the pudding is in the eating." I believe this, but because of an accounting background, I always like to take a look at the figures before I am sold or convinced about it. This information comes from the most authoritive source available, the Annual Statistical Report of the National Association of Suggestion Systems. In 1957, 229 member companies having 6,291,000 eligible employes received 1,693,000 suggestions. Over 435,000 of these, or better than 25%, were adopted and em-

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ployees were paid $13,956.84 in awards.

You can see that suggestion plans are economically successful. Suggestion plans are not only measured as to their success by statistics and dollars. A few minutes ago when I was telling you about suggestion plan benefits, I am sure you recognized another yardstick that is used to measure their success and that is their employer-employee relations value. Their contributions in this field have been numerous and just recently I was exposed to a classic example of this. The president of one of the largest railroads in America, while discussing his company's annual suggestion plan report, pointed to the very substantial net savings figure and said, "Even if this figure was red instead of black, we would still have a suggestion plan because of the many employee relations benefits our plan contributes to the successful operation of our company."

Small Company Picnic

WILLIAM LaBUTE, Automatic Canteen Co. of Canada, Scarsborough, Ontario, Canada

The basic aim of any recreation program is to provide wholesome means for our employees to enjoy their leisure time.

One of the best tools to achieve this aim is the company picnic. Picnics in many ways can be compared to women in that they differ in size and structure. Both when handled properly can provide enjoyment and many pleasant memories. Since I have had more experience with picnics than with women, I will only cover the subject of picnics at this time.

Picnics, whether they are held on a large scale, such as the company picnic, or on a smaller scale such as the plant or departmental level, all require the same planning and organization as any other recreational activity.

First the recommendation and approval by some agency such as the Recreation Department, Employees Association Social Club, or what have you decide or suggest a date and location for the picnic. Once this has been agreed on, the various committees should be set up:

1. Ground Committee—responsible for securing suitable grounds and facilities.
2. Financial Committee—establish your libility and cost of grounds to be used, and the general budget.
3. Program Committee—arranging games, entertainment, prizes, etc.
4. Refreshment Committee.
5. Transportation Committee—arrange transportation and parking.
6. Publicity Committee—make sure every one knows when and where picnic is to be held.
7. Ground Committee—make sure all equipment borrowed or rented is returned. Check grounds before leaving. Thank owner of grounds.

Small picnic programming is very important, make sure that activities for all age groups are planned.

PANEL VIII

Case Histories of Successful Clubs

CHAIRMAN: Charles Boyle, Manager, Personnel Activities Norair, Div. of Northrop Corp., Hawthorne, Calif.

Radio Clubs

ROBERT DELIUS, Recreation Director, Tennessee Eastman Co., Kingsport, Tenn.

As we enter more and more into the Electronic Age, new developments in that field hold a lot of attraction for a large group of our employees and their families.

A radio club is certainly a sound approach for group activity along this line. There are numerous facets, and groups will tend to separate according to their special interest field. The hi-fi, stereo sound, do-it-yourself construction kits, amateur radio, and home repair of radio and television will encompass the majority interest, but by no stretch of the imagination is this list complete. New ideas in electronics are being developed everyday.

A basic need is a club room to be used exclusively by this group. They may at times call on you for additional facilities due to their divided interests which could lead to new and more specialized club organization.

A portion of the facilities should include a workshop well equipped with tools and test equipment. Serious thinking should go into this section. Have available items for construction and testing that would not normally be purchased by an individual such as hole cutters, drill presses, signal generators, oscilloscopes, etc.

Available amateur radio transmitters and receivers, while operated only by licensed operators, should certainly rate a "must." True, all amateurs have their own rigs at their home, but during emergencies and Civil Defense programs, a club station really comes into its own with higher power and better equipment with no commotion affecting the home life of individual. During such emergencies it is not uncommon for a station to be manned in shifts around the clock.

Then too, emergency power generators normally not available in a Ham's personal shack should be included as part of station equipment. Public reaction toward a radio club and its sponsor reaches a high peak when serving the public during emergencies and disasters.

Classes in code and theory play a part in the program as well as classes in general electronics. Lectures and demonstration of new ideas and equipment are very popular. Field days, hidden transmitter hunts, and hamfest are special events.

Assistance and instructions in the use of test equipment for those desiring to learn simple tune-up or repairs on radios, television, amplifiers, and record players add to the useful knowledge of the members.

While this type of club usually has predominance of men, more and more women and children are participating. None are too young nor too old to enjoy some phase of club activity. Especially, is this type of club attractive to retirees and older and possible handicapped people. Many blind,

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crippled, wheel chair and bedridden people find a new lease on life by being of service through amateur radio and allied interest.

Space should be provided for a reference library and magazine storage. It is almost an unwritten law that Electron magazines are never destroyed as it is not uncommon that reference on schematics, etc., may refer to articles several years back. This is a necessary evil and one that the house committee is constantly concerned with.

Charges are usually assessed for the use of special test instruments when it is necessary to take them from the club shop for outside use.

It is imperative that members demonstrate their knowledge in the use of any equipment that they expect to use. This calls for an "authorized list." Some method of "check out" must be enforced to eliminate mysterious disappearance.

Club rooms must be kept locked any only authorized members and their guests permitted to register and receive the key. If they notice anything wrong when entering the club room, they should notify the house committee immediately so that the blame for the condition can be placed on the previous occupant.

As to the cost of operation: after the initial outlay for equipment, which more than likely will have to be subsidized, the operational cost should compare very favorably with other clubs. A fair budget for a club of about 100 members should not exceed $250 per year, however, the more varied the activities, the more the cost.

In summary, it would be hard to find a club that encompasses such a program so far reaching in its scope, so lasting in its challenge, no age or sex problem, service to others, long lasting interest, no social class problem, for budgeted or extravagant minded, social or hermit dispositions.

Youth Activities

C. E. BARNHART, Recreation Director, St. Regis Paper Co., Pensacola, Fla.

We at St. Regis, in our efforts to develop a well rounded recreation program, devote a great portion of our time to youth activities.

St. Regis' Pensacola plant is located approximately 18 miles north of Pensacola, Fla. In the immediate vicinity of the mill we have approximately 650 youngsters. Parents of the majority of these boys and girls work for St. Regis. Our youth activities are built around these youngsters.

In order to provide a program for all ages, a broad field of activity has been planned. Farm League, Little League, Pony League, American Legion baseball, softball, basketball, midget football, tennis, golf, archery, dancing classes, music, explorer scouts and swimming are available through supervised programs.

In addition, the company provides a building and facilities for a teen age canteen. This canteen makes available facilities for such activities as holiday parties, dances and other supervised social functions.

It is interesting to note that the area under the influence of our youth activity program is free of the so-called "Juvenile Delinquent" problem. We do not, of course, take full credit for this condition, but honestly feel that this program is a contributing factor to the absence of a juvenile delinquent problem.

We also feel that our employees approach their jobs with a freer mind, knowing that their youngsters' time and activities are being directed along the proper channels under competent supervision.

Dog Obedience Classes

ROY A. EBBEN, Recreation Director, Kohler Co., Kohler, Wis.

Facility

Winter class—any room 50 feet or more square, with any type floor, not too slippery. Area should be free from outside distraction.

Summer class—any available park or open area, such as baseball of softball diamond.

Trainer or Teacher

Check through house organ among employees; check with local breeders, dog kennel, pet shop; or advertise in newspaper for a trainer.

Trainer must be a good organizer; have confidence; have the ability to teach both animals and people; and above all, must be interested in the program. Most trainers will charge a reasonable fee for each class, which can be paid by the company or from dues collected from class members.

Promotion

Sell the program to employees with posters on bulletin boards; written announcement in your house organ. List advantages of having a well trained pet. List employees who have signed up for the class. Pictures of your instructor and his dog. List the maximum number of dogs you can handle, indicating you will take the first 15 or 20.

Eligibility

Open to employees and their families, age 12 years and over. Dogs must be six months old or older; any breed of dog; pure breed or otherwise. A class of 10 dogs is ideal—one instructor cannot handle more than 20. Take no new dogs after the first session.

Organization

Call interested people together without their dogs the first night. Explain what will be covered in a 10-week session; explain the collar, leash, etc. Trainer should have his dog or one well trained to demonstrate the different training procedures. Involve some of the class members in the over-all organization, such as choose a chairman or president; secretary to take roll, care of equipment, etc. Pass out books on "Dog Training Tips," or "Care of a Pet." Charge an entry fee for the class—do not put program on without some cost to the employee.

Demonstration

Plan a program for some special event, such as a demonstration between halves of a baseketball game, or school assembly or on local T.V. station. Take lots of pictures and use in local newspaper or house organ.

Material available on dog training: The American Kennel Club, 221 Forth Avenue, New York 3, N. Y., "Obedience Trials"; Friskies Research Kennels, 5045 Wilshire Blvd., Los Angeles 36, Calif., "Training your Dog"; Pet Food Institute, 332 South Michigan Avenue, Chicago 4, Ill., "Equipment for Training," "Basics of Dog Care," "Pet Program for Your Company;" Birk & Co., Inc., 22 East 60th Street, New York 22, N. Y., "Care & Training of Dogs."

Sports Car Clubs

ROBERT J. BENN, Recreation Director, Grumman Aircraft Corp., Bethpage, N. Y.

Our sports car club started in 1955 as the Grumman Old Car Club with the sole emphasis on a mutual interest on the part of the members in antique cars.

In January of 1958, it was decided to expand the scope of the club to include sports and special interest cars and to rename the organization the

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Grumman Antique & Sports Car Club.

An important point about sports car clubs is that they can be almost entirely self-sufficient. Income is derived from membership dues and from the various events put on by the club during the year. Dues from the GASCC are $4.00 a year. Entry fees are as follows: $2.00 for members of the club; $3.00 for members of other sports car clubs and $4.00 for non-members of clubs.

At the last gymkhana the club made a profit of $200. Out of the treasury the club has bought trophies, stop watches, emblems, rubber traffic cones and a used short wave receiver for use in receiving short wave time signals used in timing rallies.

The club also carries a $100,000.-$300,000. insurance policy which covers all "non-speed" events sponsored by the club. The cost of this policy is $100 per year (purchased from Commercial Insurors, St. Louis, Mo.).

The GASACC is a member of the Conference of Long Island Sports Car Clubs, which in turn automatically makes it a member of the Eastern Conference of Sports Car Clubs. The Conference of L. I. Sports Car Clubs acts as a clearance house for scheduling of all member sports car clubs on the Island. They see to it that there are no duplications or conflicts in any of the various events that the sports car clubs sponsor.

The members of the club have monthly meetings in the evening outside the plant. Fortunately, there is a place on the Island which caters to sports car people and the club is able to hold its meetings there without charge.

At the present time, the club is conducting a rally school for members who have not had too much experience in participating in a rally. These sessions are conducted before the meeting proper starts.

Other services the club offers the members are: discount tickets at auto shows; discounts on parts, tires and tools; mailing of coming events of interest; a club badge for display on cars; reduced entry fee for various events as detailed previously and a club newspaper. The club also shows the movies of the Sebring Race as taken by several members of the club.

The extent of company support of the club includes the following: coveralls for the club team that participated in the Long Island Industrial Gymkhana Championship, a practice area, mailing privileges, a limited number of trophies, engraving, loan of equipment, publicity and printing.

PANEL IX

NIRA and National Tournaments

CHAIRMAN: G. M. Matlack, Recreation Director
Aro, Inc., Tullahoma, Tenn.

Archery

FRITZ J. MERRELL, Athletic and Recreation Supervisor, Olin-Mathieson Chemical Corp., Pisgah Forest, N. C.

According to Frank G. Menke's Encyclopedia of Sports, the first national archery tournament was held at Chicago in 1879, and has been an annual affair ever since, except for interruption during the war years.

Our panel chairman has asked three pertinent questions for consideration in regard to NIRA and National Tournaments.

Question 1—Should NIRA promote such activity? Yes and no. Yes, NIRA could sponsor an archery tournament similar to the Postal Rifle and Pistol Matches just completed in April. As for a National NIRA Tournament at a designated time and place, no, because the National Field and Target Archery Tournaments are open to anyone which includes industrial people. However, they must be members of the National Archers Association. The National Archers Association also sponsors two mail order tournaments each year.

Therefore, I feel that the National Tournaments of Archery are well established, and we as members of NIRA should promote archery tournaments on the local basis. As our participants become proficient enough, encourage them to participate in the National Archery Association Tournaments.

I don't say this should be true in all sports.

Question 2—What can the individual director do to insure participation by his company?

As for a postal tournament he can be sure his archery enthusiasts are notified and given necessary details. More than likely the archers will carry on from there without much encouragement. The director should keep in contact with his archery club and make an effort to get his top notch archers to compete in the national tournament, if possible. The only possible way to really insure participation in any big tournament, national or otherwise, is to have management's OK.

Question 3—Should entry fees cover just the cost or should an additional sum be charged so that NIRA could show a small profit?

The entry fee should by all means cover the cost. However, I don't feel any NIRA Tournament should be set up to anticipate a profit.

Golf

TOM SHANAHAN, Recreation Unit Supervisor, Ford Motor Co., Dearborn, Mich.

For 13 years the Mid-West Industrial Golf Tournament has taken place at various cities throughout the Midwest under the fine direction of Ray Detrick of The Goodyear Tire & Rubber Company. It has afforded many member companies of NIRA the opportunity of sending a golf team to compete in a high caliber golf tournament.

Cost of sending a team is always a big factor. The entry fee is a nominal amount, and this can easily be absorbed by a company. The USGA establishes limits on expenses which tend to keep them at a minimum.

All other expenses should be the responsibility of the participating individuals. Money can be raised by addition of a small fee to each league golfer

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Bowling

Company bowling league champs meet head-on in the only strictly amateur, "industry-only," national bowling tournament.

The 13th annual event is slated for Canton, Ohio, March 26-27, under the co-sponsorship of the Timken Roller Bearing Company, Canton.

Entry forms, eligibility rules and other details will be mailed out shortly after the New Year.

National Industrial Bowling Tournament



Continued

at the start of the season; or a fee can be charged in qualifying tournaments that can include enough extra to sponsor a team.

Even though the popular trend in industrial recreation is away from the "varsity" type of competition toward the intramural program, this and similar tournaments can be used to enhance intramural activities.

The Midwest tournament is now divided into three flights rather than a tournament for just the best golfers as it had been in the past. Thus, there is an opportunity to create an incentive for the average and poorer golfers to participate in a major industrial tournament.

Teams can be selected by any of the following methods: (1.) Golfers with most strokes under average on one specific regular night of league play, (2.) Special play-off tournament using league averages, (3.) Winners of regular company tournament also win trip.

It is felt that if this tournament is conducted by NIRA, it can accomplish several things:

1. Add to the list of services provided by NIRA.
2. Increase the membership of our association.
3. Offer an incentive to the average golfers in our porgram.
4. Provide the opportunity for friendly competition among our member companies.

The fact that this Mid-West tournament has become so popular is proof of its merit. Our sponsorship would be mutually beneficial.

Bowling

STEVE WENDELKEN, Recreation Director, Whirlpool Corp., St. Joseph, Mich.

A recent survey made by NIRA of 220 companies representing large and small firms in the United States and Canada, indicated that this is still one of the most popular sports enjoyed by industry. A total of 98,439 bowlers from these companies participated in the 1958-59 season.

One of the questions in this survey was: How can industrial bowling be improved? A number of responses requested regional and/or national tournaments of industrial teams only.

For the past 12 years there have been bowling tournaments held under the heading of "The National Industrial Bowling Tournament." Actually, this is a misnomer, because teams only from Michigan, Illinois, Indiana and Ohio participate for the most part.

With NIRA split into seven regions plus one in Canada, there should be no reason why a tournament could not be held in each region. The three or four winning teams of each region could then participate in a national tournament. This could be held in some centrally located area such as Chicago or St. Louis.

With air transportation being what it is, travelling time would not be a great factor. Prizes for this affair could be trophies paid for by the entry fees. Additional prizes could possibly be donated by member companies.

I'm sure our company would be willing to donate a Whirlpool Combination Washer and Dryer for such an event. With the help of NIRA, I am sure nationwide publicity could be obtained and also added attractions similar to the one we had this year.

Don Neer made arrangements with the AMF Pinspotters, Inc. to have one of their staff members, Carmen Salvino,

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Shooting

Postal rifle and pistol matches co-sponsored with NIRA by the National Rifle Association provide company gun clubs with another big date on their activities calendar.

Official targets provided by the NRA may be fired any time from Jan. 1 until April 30.

The contest is open to individuals and four-man teams firing .22 caliber rimfire rifles and pistols.

NIRA-NRA Postal Shooting Matches



Fishing

The 3rd annual national industrial fishing championships will again be held in two divisions.

The postal contest will get underway when the new season begins and run until the entry close-off on Sept. 15. National awards will be presented in each of nine specie classifications.

The national finals will be held in the Fall at a well known fishing resort.

NIRA Fish-A-Rama for Industry



Continued
bowl an exhibition match against a local bowler.

Cost may prove a factor to some companies, but in the last tournament, I know of a few teams that were interested enough that they paid their own entry fee.

One cost that possibly could be eliminated is the dinner given by the sponsor of the tournament. This dinner involves the most expense on the sponsor's part.

Rifle and Pistol

FRANK DANIEL, Secretary, National Rifle Association of America, Washington, D. C.

The NRA-NIRA National Rifle and Pistol Postal Tournament has just completed its first year. Many of you who have stopped by the National Rifle Association exhibit have seen the trophies that are being awarded to the first place teams for rifle and pistol and the national individual winners for both rifle and pistol.

This National Postal Match for members of the National Industrial Recreation Association is the fulfillment of a dream that we have shared with Don Neer for some little while, and it is the culmination of more than a year's careful planning.

Based on our experience, we feel the tournament is a success. We are, in fact, gratified and pleased at the participation in this first year's program, and we think it indicates that future years will see the program grow materially.

There were, this year, 142 individuals entered in the individual rifle match. There were 33 rifle teams entered. In the pistol matches, there were 126 individuals entered and 22 teams.

Already we have heard from a number of companies who were unable to enter either teams or individuals this year, but who plan to do so next year. I think the geographical distribution of participants is also indicative of the general acceptance of the program.

Briefly, a postal rifle and pistol match is accomplished rather simply. We did quite a bit of advance "selling" and much of our success this year is directly attributable to the splendid work done by Don Neer in getting the information to the companies who are members of NIRA. This was accomplished both by direct mail and by several splendid spreads in R/M.

The rules and regulations for the match were distributed by the National Rifle Association, together with entry forms which were returned to NRA. The actual match targets were prepared by the National Rifle Association and mailed out with instructions to those teams and individuals making entry. By a predetermined date all fired targets were returned to the National Rifle Association for scoring and the publication of results.

This type of tournament does not, of course, have the eye-catching appeal of competition on a "shoulder-to-shoulder" basis, but it does have several advantages.

It permits teams to compete against one another on a nation-wide scale without the expensive travel that would be involved and which would certainly be prohibitive if an effort were made to get all teams and all individuals together in one location to actually shoot against one another. It is a relatively inexpensive way to conduct a national tournament, and yet it has all of the prestige and public relations value of national competition.

There appears to be, in industrial recreation, a trend away from the "varsity" type of team. More and more companies appear to be reluctant to spend their employee recreation budget on the travel and expenses of varsity teams.

This, to a large extent, is avoided by the postal type of match and, incidentally, this same sort of thing is fully as applicable to sports such as archery and golf as it is to rifle and pistol shooting. I am not even sure that it does not have some application to national fishing contests, although there are technical problems in that field that would require some thought.

I do have a hope which I am anxious to discuss here at this panel that, given a year or two to get its feet on the ground, the NRA-NIRA National Rifle and Pistol Postal Match may receive acceptance to a point at which it would be possible to have some kind of a national tournament for the final shoot-off, so that perhaps one team and one individual from each NIRA Region, or something of that sort, could be brought together in one central location and have a final shoot-off on a shoulder-to-shoulder basis.

Such a shoot would have tremendous public relations and publicity potential and would also be a tremendous incentive for increased participation in the tournament.

NIRA Tournaments

National industrial tournaments in bowling, fishing and shooting are conducted annually by NIRA to help recreation directors stimulate employee interest and participation in their individual company recreation programs.

Postal events give company sportsman the chance to compete for national honors at a minimum expense and without time lost from the job. Sending your individual or team champions to one of the "head-on" contests is the perfect reward for their outstanding performances.

Entry fees are nominal, covering the costs for prizes, promotion and administration.

Build added interest by entering these contests this year.

National Industrial
Recreation Association
203 N. Wabash Ave.
Chicago 1, Illinois

PANEL X

Recreation for Office Employees

CHAIRMAN: John J. Tutko, Recreation Director
Headquarters USAF Office, Washington, D. C.

Activity Areas

DAVID CHAPIN, Activities and Services Manager, Equitable Life Assurance Society, New York, N. Y.

The broad term "Recreation for Office Employees" covers a wide field. At my company 99 and 9/10% of our 7,000 employees are office workers.

Our complete program, therefore, is designed for office workers. Basically I believe there are four general types of activities which appeal to these people. They are: (1) athletic, (2) social or club, (3) instruction and (4) hobby. I will touch briefly on each of these areas.

Athletic: A sports program designed for year-round activity—basketball, bowling, handball, rifle and pistol during the winter months; and softball, baseball, bowling during the summer months. Emphasis should be placed on getting as much inter-departmental competition and spirit as possible. I believe this is the primary concern, and secondary is building good teams from these leagues to play in inter-company leagues. These teams must represent the departmental leagues and not the company.

The day is passing when companies build big teams to obtain public relations and advertising value. Also remember to bring the female employees into the athletic program—basketball, rifle, softball and particularly bowling are of interest to them.

Social and Club: Within this area, the older employee, both male and female, may be brought into the picture. Such clubs are bridge, camera, chess and choral are good year-round activities. Guiding these organizations and helping them develop good leaders is most important to encourage successful employee planning and programming.

This, I believe, is one of the most important phases of our job: developing good leadership in each of the various activities so these people will be the ones running the programs. It is important to develop employee interest and once this interest is obtained, the employees themselves "carry the ball." They realize the program is their's and not something the company wants them to do for some benefit it might obtain.

This employee interest develops the finest programs. They come up with new ideas, they develop these ideas, they stimulate greater interest, and they are much more appreciative of the company's support.

Two group activities which have been found to be stimulating to employees, particularly office workers and more particularly supervisory or management employees, are employees' credit unions and investment clubs.

Credit unions in which generally a great percentage of the employee staff are members, give opportunity for actual management and busines experience. The credit unions are independent savings and loan associations, managed by officers elected by the shareholders.

There are three basic groups of employees who run and administer the credit union. These are the board of directors who are responsible for the general management of the affairs, funds and records; the credit committee which is responsible for passing on applications of members for loans and the supervisory committee which is responsible for inspection of the securities, cash and accounts of the credit union and also the supervision of the acts of the board of directors and officers and credit committee. Credit unions must abide by either state or federal banking laws, depending upon which one they are chartered under.

Investment clubs have become very popular throughout the country. Their primary objective is to develop business knowledge and understanding by the investment and re-investment of funds contributed by members.

Generally, companies do not sponsor investment clubs as an employee activity. They do, however, allow such clubs, comprised solely of employees of the organization, to meet within their premises.

The reason for non-sponsorship is related to the financial risk factors involved and the possession of implied responsibility on the part of the company if they were to sponsor such an organization. The company recognizes their potential value as an educational medium and does nothing to discourage their organization.

Instruction type activities: In this activities area we have found good response. Although we have been experimenting only a short time in this area, we feel that it has great potential. We have had success with dancing, interior decorating and bridge classes, and our immediate plans call for exploration into sewing and cooking. The field is unlimited—and it is self-sustaining—no cost to the company other than space.

Hobby area: This again is an area where the older employee may be brought into the picture. It is, in many companies, a part of the pre-retirement program. Its field is extremely wide—gardening, woodworking, metalcraft, coin and stamp collecting, painting and a host of others that we could all name.

Office and Production Employees

RALPH JOHNSON, Recreation Director, Firestone Textiles, Inc., Gastonia, N. C.

We will all agree that the office employee needs recreation as well as the production worker. In some places the office worker is set aside from the production worker in the recreation program. We, at Firestone Textiles, include our office employees in our program with the production worker.

When departmental leagues in bowling, billards, shuffleboard, golf, bocce,

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softball, horseshoes, ping pong, etc. are being organized, the office is invited to enter teams. They send a representative to the meetings and enter teams in all of the activities sponsored by our company. Competition is very keen between the office and other departments of our plant in all activities, thus making a healthy situation. In all activities they meet on common grounds equally.

Sports are not the only activities our office employees participate in. They belong to fishing clubs, garden clubs, physical fitness classes, wildlife clubs, etc.

Some of our office employees do not go home for their lunch hour. The majority of them go to the recreation center and play checkers, billards, cards, putter golf, etc. with the production workers from other shifts.

From time to time the office employees get together for a dance or an outing which the recreation department helps plan but does not finance. At Christmas, they hold their own Christmas party as well as the other departments in the plant. This is the only time they are separated from the production worker as far as recreation is concerned.

Self Development

DIKE R. PISEGNA, Employee Activities Specialist, Veterans Administration, Washington, D. C.

A recent employee association activity questionnaire in Veterans Administration Central Office indicated a strong desire on the part of our employees for self development in training. One specific area was the formation of a toast masters club (male) and a gavel club aimed primarily for the benefit of the ladies.

Because top staff knew the value of toastmaster training, we acted and obtained permission from Toastmasters International, Santa Ana, Calif. to organize such clubs in Central Office.

What is toastmasters? It is a nonprofit organization of approximately 80,000 active members in about 3,000 clubs throughout the world. Purpose: "Leadership through better speech." This organization's unique method of training develops better communication, increases administrative organizing ability and teaches the members to listen and evaluate.

Permission to organize was received and the employee association sponsored such clubs.

In order for the clubs to become fully organized, our top personnel official appointed a steering committee (consisting of seven employees) to do the ground work in all aspects of planning.

The steering committee plans included such important steps as:

1. Coordination of all aspects of planning with top staff
2. Publicity (bulletin boards, house organ "Vanguard," flyers from employee association, exhibits)
3. Organization meeting
4. Demonstration meeting
5. Election of officers

The results of the employee association's idea to fill the need of those employees having a mutual interest has been most gratifying with two Toastmasters Clubs and one Gavel Club fully organized with approximately 140 active members.

Our top management officials were informed that "the plan is to hold biweekly meetings of about two hours duration including the normal lunch period."

This will mean on the average about one hour per week on-the-job training.

What can you do? Three things:

1. Announce our plans to your staff
2. Encourage participation
3. For those who join, adjust their workload (where possible so they can attend meetings

The training gained can only mean better service to the Veterans, better employees, better citizens.

Organizing the Program

JOHN J. TUTKO, Recreation Director, Office of Secretary of the Air Staff, USAF, Washington, D. C.

Before passing on to the major topics I want to present, there is one brief thought that I would like to emphasize concerning the spirit of keen interest and enthusiasm that is so obvious at this conference.

In my view, that attitude is an absolute must for any degree of success with a recreation program. I have heard a number of people in the Washington area express the belief that we already have ample recreational activities which our federal employees are free to participate in on their own. As a result, they see no great need to plan, promote and conduct an individual agency program.

In my opinion, this negative outlook is entirely unjustified. I am basing that opinion on several years of experience

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in working with the Department of the Air Force recreation program.

That experience has played a big part in guiding my selection of points to present here this morning. In my remarks I want to deal with two major topics—(1) The size, scope and organizational aspect of our program; and, (2) The planning, promotional and supervisory techniques that have proved to be effective tools in developing this program.

Size, Scope And Organization

In a move to increase the efficiency of Department of the Air Force employees, the Headquarters USAF Special Fund Council decided in 1955 to establish a program affording these employees relief from their routine, official duties. This decision provided the authority we needed to put our program in motion.

It enabled the recreation director in the Headquarters USAF Special Fund, Office, Secretary of the Air Staff, to plan and put into effect a complete program of recreation. The primary object of that program is to stimulate the mental, physical, and social well-being of Headquarters personnel.

From its beginning as a modest, trial effort, this program has developed into a vigorous, elaborate recreational activity satisfying the needs of approximately 10,000 people.

Approximately 90% of the total number participating in our activity are employed at the Pentagon, with 10% performing their duties in the temporary buildings and field extension installations in the D. C. area.

Our Hq. USAF Special Fund Council operates under a constitution and by-laws as prescribed by Air Force regulations. Its membership includes representative military and civilian personnel appointed by the Secretary of the Air Staff, from the various organizational areas within the Air Staff.

Among the functions assigned to this Council are the administration of the fund, the conduct of sounding board activities to identify strong points and weaknesses of the program and the exercise of approval authority for projects recommended for support under the formal recreation program.

Source Of Funds

Our Hq. USAF Special Fund was established to provide a means for proper expenditure and redistribution of the funds received from the Department of Defense Concessions Committee.

These funds represent a percentage of the profits from the concessions located on the Pentagon Concourse—not, let me hasten to say, from taxpayer dollars. Proportionate shares of these dividends are allocated periodically to the Army, Navy and Air Force on the basis of personnel strength figures.

Due to fluctuations in the volume of business, this revenue, though continuous, will vary somewhat in total amounts. However, it is sufficient to support the program we have.

Up to this point I have mentioned three essential ingredients for any successful recreational activity: (1) official support for our program, (2) a clearly defined status and function within our organization and (3) a source of funds.

Organization Of Program

I want to turn now to certain specific actions that proved effective.

The first step was to canvass the entire Headquarters by means of an interest survey card. This proved highly successful in that (1) it showed the areas of interest and (2) the strength of interest in those specific areas.

The program was now ready to be implemented.

An announcement of that fact to the Headquarters brought a wholehearted response. In short order two or three athletic teams were organized; related recreational activities were added, and clubs were organized and supported. Interest soon reached a point necessitating action to keep the program within the guidelines of Air Force regulations.

Today, there are over 15 formally organized areas of fund-supported activity, with five additional areas planned for the current calendar year. These activities range from athletic teams to an aero club and theater-ticket-subsidy.

Now the further responsibilities of our office are to:

1. Develop specific recreation programs and projects in appropriate fields of interest.
2. Provide advice and technical assistance to volunteer employee groups in planning and carrying out these projects.
3. Carefully plan, recommend and implement budgets from non-appropriated funds that are required to support these programs.

Planning Promotional, Supervisory Techniques

For those agencies and/or companies considering a similar program for their employees, I offer the following four-point approach. These suggestions and recommendations strike me as being effective guidelines for sponsoring and developing recreation programs in almost any situation.

1. Well Planned Program

Determine, on the basis of a survey, what your program should be; then set a price for it, for scope and magnitude, that is within the means of your agency. Here it is essential to know your budget limitations.

2. Effective Publicity

Announce your program, soliciting ideas from every facet and office concerned, but offer an immediate inducement. Otherwise it may be considered another "eyewash effort."

3. Constant Communication

Keep the leaders of your activities thoroughly informed of the existing policies, guidelines, and procedures for support. Maintain constant liaison with all interested individuals and agencies to insure success. This will help you avoid or overcome many problems.

4. Efficient Administration

Develop methods for continuous improvement of your program through sound and efficient administration. Act as temporary chairman of each activity, if necessary, until reliable personnel are either elected or appointed to head up the group. Periodically evaluate the program to see if you are accomplishing one of your basic missions—that is, maximum participation by your personnel.

With the ever-growing magnitude of this type program in industry and government, dependence on volunteer personnel as well as full time personnel has become a major factor. Much emphasis ought to be placed on the effective utilization, training and management of these personnel. This should be accomplished by the recreation director, or his counterpart, in the program.

These four points, plus backing from top management, are key essentials for a successful recreation program.

In the present age of automation, there exists the danger that all of us may succumb to a "push button existence." Diversified and active recreation programs provide our most effective means for overcoming that problem.

Through sound recreational programs, both federal and private industry employees can be conditioned for their best performance on the job. Through this means, it is also possible to improve greatly their state of social and mental well-being.

PANEL XI

Program Cooperation from Supervision

CHAIRMAN: Charles Mears, Manager, Recreation Department
The B. F. Goodrich Company, Akron, Ohio

Introduction

When a supervisor is placed in charge of other employees he assumes two basic responsibilities—Technical: having to do with the direction of work and the proper methods of planning and scheduling. Personnel: having to do with the human relations involved in directing the work of others.

Since most supervisors already know, or soon learn the technical know-how, emphasis today is on the human relations part of his job.

Recreation in industry may properly be classified as an important and sound morale-building practice, and morale building is a human relations problem.

There is no question but that recreation directors or employees activities groups lean heavily on the supervisor for help in the promotion and administration of a company recreation program. He grants time off, he selects representatives, he give approval to the eager ticket seller, etc. How best then to get his co-operation?

Many well-know men of influence in the recreation field say that it still boils down to personalities—that supervisors come in different breeds. These men think it is a selling job on practically each of them, and sometimes it's pretty hard to do.

No one will deny that this prevails, as it does in every human relations problem we ever had. After all, the individual is at once the problem and the patient, to be remolded in an intangible way, into someone who receives the approbation of others. Why should we expect the supervisor to be any different?

On the other hand, those who think in this vein have paid little attention to what might be termed the collective attitude of supervisors, a frame of mind brought about by the influence and complexion of thinks existing within the company.

For instance, recreational activities may be used as one means to break down barriers between higher management and supervision, and, of course, between supervisors on the same level. Outings, dinners, dances, and the like offer convenient opportunities to create sincere and easy relationships which replace the deferential attitude that many supervisors take toward executives. Why not then expect a reflection of similar mood toward the working crews of the supervisors?

In addition, a foremen's club is an excellent means for creating friendly relations among supervisors, and many companies have found it desirable to foster and support such clubs. Social and recreational events are natural to a club where the urge "to belong" is strong. The foremen members thus rub shoulders with all the problems and administrative obstacles inherent in these events. Isn't it logical to expect he would be more tolerable toward the company's recreation activities?

Then too, the recreation director can often be clothed with authority for other employee appeals, such as bloodmobile collections, fund drives, savings bond drives, T.B. X-rays, etc. With official support and blessing for these activities, he develops a much closer and more authoritative liasion with supervision. In fact a "halo effect" may be said to exhist toward the recreation directors main area of operations, recreation.

Summarily, the opportunities, incidents and situations which present themselves should all be grasped and turned to advantage. For these are the tools to be used by the recreation director in any or all situations where he can nurture and nourish the collective attitude of co-operation from supervision

Sell Your Program

ERNEST M. NELSON, General Industrial Relations, Champion Paper & Fibre Co., Hamilton, Ohio

Program cooperation from supervision as it affects the recreation man could be broken down into two categories: acceptance and sell.

Acceptance is obvious because either you have a program or you do not, but the method accepted differs and many times causes misunderstanding.

One vital instrument of cooperation is the development of a written company policy. This policy should be designed by you and should spell out in general terms what the company will do for a recreation program. The adoption of such a program brings cooperation from supervision because they then have the authority to act.

Supervision as a whole will accept recreation. One example of management's acceptance comes from my own company which conducts a management development program in North Carolina each year.

There are 600 management people, ranging from the line foreman to the president of the company, brought in from Ohio, North Carolina and Texas in groups of 100 for a rough three-day conference. The schedule was so designed that they have four hours a day for recreation between the hours of 8:30 a.m. and 8:00 p.m.

Available on a "take it or leave it basis was shuffleboard, batting range with an automatic pitching machine, a golf driving range, putting green, swimming, boating, fishing, tennis and croquet. In addition to these activities, cards, checkers and chess were played after hours.

A survey showed that 2% of those attending said there was too much recreation, 20% said there was too little and 78% said it was just right. This was supervision's opinion of a recreation program.

Too often we are prone to assume that all phases of our program are understood by supervision. We do not do too good a selling job. I can recall a true story which illustrates the point which I am trying to make.

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A personnel director, after reading a report from his recreation supervisor, turned and asked him, "Why do we have a picnic?" The recreation supervisor did not have an immediate answer. He did, however, have presence of mind enough to ask for 24 hours to submit a final report.

His report the next day was in the form of a tape recording playing on the personnel director's desk and referring to four people whom the recreation director had seen talking with the personnel director on picnic day.

To the five year old son of an employee he asked on the tape, "What did the picnic mean to you?" The little boy answered, "Me and my daddy rode the ferris wheel, me and my daddy rode the merry-go-round, me and my daddy rode on the ponies, and me and my daddy had ice cream. Me and my daddy had a good time."

To the wife, he asked the same question. She said, "It was a chance for me to get away for awhile. On this day, my husband takes care of the little boy and I have a chance to relax."

From the man, the answer to the same question was, "I have an opportunity to meet a great many of my buddies' families that I ordinarily would not meet. We talk about them at work, but many we never see except on picnic day."

The next part of the tape came from a rest home where the recreation supervisor had visited an old retired employee. From the tape came the voice of an old man in answer to the same question, "This is the biggest day of the year for me. I meet so many people whom I have known for so many years that I could not meet otherwise. Picnic day is bigger than Christmas to me. Do you know, this year I stayed one half-hour longer than the doctor said I could, and next year I am going to steal one half-hour more."

At this point on the tape, the voice of the recreation supervisor came through loud and clear: "Listen to what they are saying. Listen to that little boy. 'Me and my daddy, me and my daddy, me and my daddy.' Listen to that woman, 'A chance to get away for awhile.' Listen to that man. 'To meet my buddies' families.' But most of all, Mr. Personnel Director, listen to that old man and listen hard! 'Next year I am going to steal one half-hour more.'" He concluded his report by saying, "This is my report as to why we have a picnic."

In this game of recreation, much of it is hard to sell. You must be sure that what you say is understood before you can expect cooperation from supervision.

Two-Way Cooperation

JACK C. MARTIN, Recreation Supervisor, Dayton Power & Light Company, Dayton, Ohio

1. Cooperation from Supervision is a two-way street—cooperate with them!

2. Get the non-cooperating supervisor into some phase of your program. Let him see the other side of the picture.

3. Schedule activities and meetings at times that avoid conflict with job duties.

4. Remember that the employee's job, and the supervisor's responsibilities for those under his jurisdiction, are more important than your program.

Include Supervisors In Planning

DEAN MONEYMAKER, Recreation Director, International Shoe Company, St. Louis, Mo.

In studies made of many companies, both large and small, the development and continued interest in a recreation program must be the result of complete understanding co-operation between the employees and management. It must also be democratic.

Most plans depend on voluntary leadership, if not entirely, partially so, under the direction of paid management leadership. The leaders from the employee level usually are selected to represent specified groups within a plant, or, by nomination and election, to represent the entire plant.

Once representatives are selected, officers are usually elected from this group to represent the unit. These officers, with the recreation director or other top management representative and council, are responsible for the direction of the recreation program in its entirety.

Fortunately, when my company first sponsored a recreation program, those of us responsible for its development included supervisory personnel. It called for representatives elected from each department in the plant, whether that plant employs 200 or 1,000. Also, plant management appoints from one to three supervisors to serve on the recreation council with those elected by the employees.

The council then elects its own officers to serve for one year. Every member of the council, whether elected or appointed, is eligible to hold office in the unit. Many elect employees as officers one time and supervisors at another, or, as occurs in most instances, it is a combination; some officers are elected from supervision and some from the employees. We find this is democracy in action.

The greatest asset, we believe, is that supervision is educated and trained long with the employees in the planning of recreation activities, and there is no problem of supervisor co-operation. Of course, there are those that do a better job than others, but that is true in any field of endeavor, regardless of where you find the individual.

Our experience is that after a short period of time, all supervisors have been appointed and serve on the recreation council, and, in most instances, they become boosters for the entire program.

Understanding Is Essential

J. J. MINELLA, Executive Secretary, Kodak Park Athletic Assn., Rochester, N. Y.

The Kodak Park Athletic Association has as members approximately 20,000 employees with more than 50 various sponsored activities in effect. These events certainly could not function without the company's approval and cooperation from "top" management to department supervision.

The cooperation of departmental supervision plays a most important part in the success of any industrial recreation program. Because the "Park" covers an area of approximately 1,000 acres, two of our main concerns are the availability of the KPAA offices (main office and one subsidiary) to the employees and also keeping them informed of KPAA events.

To facilitate the promotion of activities, KPAA representatives are appointed by their direct supervision. These department workers are mailed information concerning KPAA events and are responsible for posting it on bulletin boards available to employees in their division. They also are of invaluable aid in selling tickets for KPAA doings in their division.

In the case of golf tournaments, a golf committee, consisting of men from various departments, helps tremendously by accepting entry blanks from employees in their area. The members of this committee telephone the KPAA staff man handling the tournament and obtain a starting time. Before the closing date for entries he also brings all

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blanks to the KPAA office. This service by the committeeman undoubtedly results in time away from his job, but also saves untold hours for other employees.

There are, certainly, times when the business of an employee will require that he come to the KPAA office, either for the purpose of making a purchase, entering a tournament, signing up for an activity, having a picture taken by "Kodakery" for publicity purposes, etc. In such cases permission is always granted.

Cooperation from department supervision is also required, on occasion, for our representative teams in bowling, basketball and softball. These teams sometimes participate in tournaments and exhibition games which require travel and also time away from their job. This may also occur for a noon hour activity, such as softball, when an employee may be late returning from his lunch period.

The KPAA is also grateful to the various department heads for their consideration in notifying us of company jobs which are apt to interfere with recreation facilities such as ballfield, tennis courts, etc. If such as occasion occurs and a company project coincides with a recreation event, every effort is made to circumvent the problem to the advantage of the KPAA. In the same vein, KPAA job orders sent to supervision are handled promptly so that activities may take place as scheduled.

All in all, the most important factors in industrial recreation are the cooperation and understanding of people in supervisory capacities within the company. Without this it would be next to impossible to plan and carry out a successful and well-rounded program.

PANEL XII

CAB and Group Travel

CHAIRMAN. Ben Kozman, Activities Manager
Thompson Ramo Wooldridge Inc., Cleveland, Ohio

Introduction

Four years ago when the NIRA Board of Directors discussed the possibility of employee tours as part of an industrial recreation program and accordingly a service which the Association should provide, it was dismissed with the comment . . . "too risky." "What if a disaster—it would cost the director his job, and the repercussions would even endanger NIRA." Yes, I remember this particular meeting. I was a board member at that time.

At the time, only a handful of companies including Ford, Esso, Sperry Rand and a few others were operating tours for their employees overseas. Today, in this audience we have the largest single gathering ever assembled to discuss this very subject. We have 20 companies dealing with travel exhibiting at this conference. NIRA has established by board action a NIRA Travel Council made up of associate and affiliate members and currently nine carriers, 12 tour operators, four travel agents, eight hotels and resorts and a convention and visitors bureau who are assisting your travel committee in keeping up with NIRA member demands for travel information and service.

During the past year, approximately 40% of the NIRA members sponsored domestic and foreign tours, and there is every indication 1959 will see a 10 to 20% increase.

Hundreds of companies now have their own travel clubs and use them to spearhead employee group trips. In addition a large number of NIRA members maintain up-to-date travel racks containing folders describing a great variety of domestic and foreign tours that appeal to groups as well as the individual.

Certainly NIRA, through its services, the travel committee and council, can and should take a good deal of credit for this remarkable growth record. Through regular coverage in the NIRA Newsletter and more recently, our own magazine RECREATION MANAGEMENT, employee tours and travel have been kept in front of the membership.

At our last four conferences, through travel exhibits and panel programs, travel as a bona fide recreation activity has been greatly stressed, and, more recently, the NIRA Travel Council, through its bulletins and releases, such as the popular "Let's Talk Travel" reprint, has brought travel straight to the recreation and activities director's desk.

Your Board on last Saturday, and the Travel Council on Monday evening took definite steps to further strengthen travel services to the membership.

Successful travel programs embrace very type of travel—the one day trip to a special event or interesting place, the week-end trip to a resort or a large city, the week trip to a summer or winter vacation spot and then, of course, the two week and three week trips to Europe, Hawaii, South America, etc. Members of the Travel Council are thoroughly qualified and prepared to help all recreation directors regardless of the type of trip desired.

Regardless of how, where and when your people travel, if your trip is well planned, you'll find that travel will be one of the most important activities in your entire recreation program. Yes, you'll find that people who work well together also enjoy travelling together.

CAB Regulations

J. W. ROSENTHAL, Chief, Carrier Relations Division, Civil Aeronautics Board, Washington, D. C.

The Civil Aeronautics Board in 1955 authorized a new class of carriers—the supplementals and cargo carriers—to provide transatlantic charter service. This action has resulted in the progressive growth of charter service in recent years.

In authorizing this new service, the Board also established the criteria under which a group would be con-

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sidered charter-eligible. These criteria took into account carrier-established standards set forth in IATA Resolution 045, designed to prevent undue erosion of the basic commercial services.

The Board's program has called for the development of specific, understandable charter requirements, applicable on a uniform basis to all classes of carriers authorized to provide this service.

Ultimately, it is contemplated that a single regulation will establish charter standards for all carriers. Further, the Board is seeking authority to impose civil penalties for violations of Board regulations. Should Congress enact needed legislation for this purpose, CAB is hopeful that it will be able to induce interested foreign governments to grant landing right to U. S. flag carriers without prior government screening of the bona fide members of the charter group.

The development of a typical employee charter, illustrates the application of the various charter rules. These points must be emphasized, (a) the need to describe carefully the scope of charter solicitation in the charter flyers and announcements, (b) to adhere to the rules even when importuned to do otherwise by would-be charter participants, and (c) the obligation to file required, after-flight reports.

The Board's staff is available to discuss charter problems before a group gets into difficulties. We are surprised that greater use has not made of this service.

Family Travel

WALTER DOWSWELL, Recreation Director, Motorola, Inc., Chicago, Ill.

1960 will see a big emphasis and trend in the direction of "See American First" in the promotion of family vacation travel. All leading magazine and other national publications are carrying headline feature stories on the subject of domestic and foreign travel and the trends involving family travel particularly.

U. S. NEWS AND WORLD REPORT in the May 18 issue emphasized strongly that record travel spending for domestic and foreign vacations is expected in 1959, and it goes on to state specifically how family spending has shifted in the past 10 years.

The survey reveals that out of every $1,000 spent by consumer $6.10 is being spent on foreign travel and air line fares. In a survey conducted by FORTUNE Magazine which was carried in their past February issue, it was stated that total travel spending for 1959 (U. S. spending only) was $25 billion, $18 billion of which was spent on domestic travel.

In the past few years, a considerably large amount of money has been spent in promoting tourists' sightseeing attractions and famous historic spots throughout the country. These have been made very accessible to families vacationing in their own family cars through billions of dollars that have been spent by the government on highway improvements and expansion programs.

For the first time in our history Motorola recreation office has promoted a family vacation in the family car. This program was called "Florida Family Holiday." The idea was simply to spend a full week in Florida at one of the six swank motels including a full package of six outstanding sightseeing attractions.

Next year, we are already planning to expand our family car driving vacation program to include short week-end trips in and around the Mid-west area out of Chicago and two or three week vacations (plant closes for three weeks) to include three week vacation holiday to the West Coast, including San Francisco, Los Angeles and stopovers in Yellowstone Park, Pikes Peak, Las Vegas, etc.; two week trip to the Eastern Seaboard including Niagara Falls, New York, Philadelphia and Atlantic City and return.

These packages for the convenience of the employee would include the following:

1. Route map with personal itinerary indicated.
2. Places to stay enroute with reservation cards enclosed.
3. List of places to see.
4. Rebate card for gas purchased under the Travel Club Plan.
5. Financing the entire trip through the company credit union.
6. Invitation to participate in the Fall Travel Club Rally, with an opportunity to present a synopsis of vacation experiences to the Travel Club Programming Committee.

The key in getting greater mileage for the employee out of his travel dollar is for a group of recreational directors in a given area to support one travel source that would be reliable and dependable and who could represent on their behalf tremendous travel buying power, thereby ensuring plus benefits for employees under a Travel Club Plan.

Travel, both domestic and foreign, is a recognized, accepted form of recreation in industry and is being used very effectively by industrial management in controlling production and stimulating interest among fellow employees and ensuring a high standard of morale and industrial relations.

Industrial management realizes the many advantages that can result through cooperation with travel principals in bringing greater travel opportunities within the reach of the average employee's income.

What to Expect

H. B. AITKEN, Employee and Community Relations, General Electric Co., Cleveland, Ohio

Briefly, I would like to outline our travel programs for this year. First, our Nela Park Travel Club has two planned trips during our annual shut-down period: a three-week trip to the West Coast and Hawaii, and a two-week trip to Mexico. We feel we have to offer both the two- and three-week trips because not all our people are eligible for three weeks' vacation.

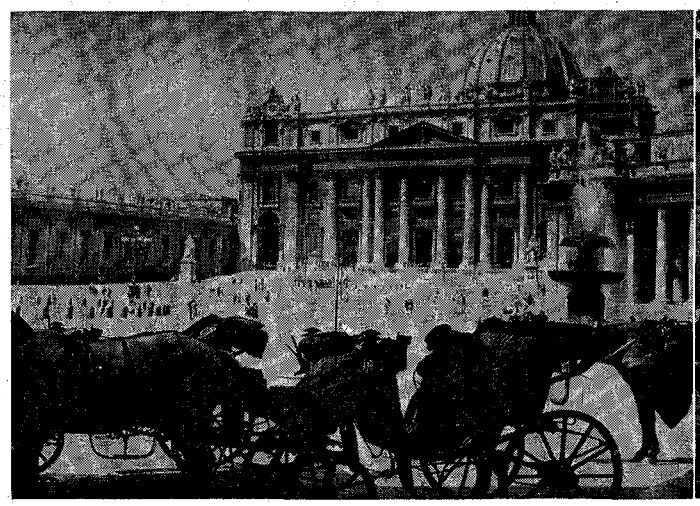
The response to our trips this year has been very good. The Hawaii trip was sold out three and a half months in advance of the departure date, and we had to increase our planned original number on the Mexico trip. It is certainly nice to have a chartered trip sold out in advance so you don't have to "sweat out" the last few weeks to see whether you are going to fly or not.

Another thing that surprised us this year were the few cancellations that we received after the people had signed up. On the Hawaii trip, we had only two people cancel out of the 85 that had signed up. In the past years, it has averaged between 10% and 20%. This did not make us unhappy, but it certainly made me a liar to the people on the waiting list! They kept asking me what their chances were, and I practically had them on the plane. This past week, I have been making telephone calls apologizing for my rash predictions.

Some interesting figures on this year's trips are the ratio of single women and single men making the tours. On the Hawaii trip there are 48 eligible (or looking!) women and 3 eligible men. The Mexico trip has 23 single women and one single man.

This really puts us in a quandary

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St. Peter's Cathedral in Rome



Medieval castle in Germany

Let's go to Europe in 1960... it's cheaper than you think!

Everyone benefits when you initiate an expertly planned European holiday for your company's employees

With Europe on the horizon as the Employee Holiday in 1960, your staff will perk up, have renewed interest. Efficiency and happy enthusiasm result immediately when each employee knows that he is going to experience the romance and adventure of Europe on his next vacation!

Money is no real problem. Everyone in your company can now afford two weeks in Europe. The amazing low costs of transportation and hotels afforded by group rates plus the easy "travel now — pay later" financing that can be arranged by any employee makes a European tour available to all.

But, what is definitely required and what must be carefully planned and operated is a GOOD tour . . . a tour which produces satisfied participants, those who will say, "It was more than I expected. Really a great trip."

Maupintour has the experience and the facilities to provide you and your employees the best tour operation, second to none . . . and at costs so low they'll surprise you. Maupintour can provide you the newest piston-engine trans-Atlantic aircraft at very low rates. These planes are operated by a scheduled international air carrier whose flight crews and ground staff have had years of experience in scheduled operations.

Maupintour wants repeat customers. To earn repeat business, Maupintour must provide good service, good accommodations, and an exciting itinerary. In other words each person participating must have a happy and comfortable trip. This is your insurance that a European tour by Maupintour will be the best one for your employees.

To help you organize your own tour, Maupintour offers a complete step-by-step promotional package to make it easy to assure sell-out success. Posters, colorful post cards mailed from Europe, personal letters, souvenirs, travel hint booklets, color-sound films, illustrated folders are all arranged by Maupintour to build and maintain the interest of your employees for their 1960 European holiday.

Service, experience, honesty and imagination are the only things a tour company have to sell. These are fundamentals at Maupintour and since 1951 have built Maupintour into one of the largest independent, privately owned tour companies in the nation. Branch offices in New York, Washington, and Brussels provide the extra facilities that insure excellent operation. You will not be disappointed when you choose Maupintour.

Maupintour has developed the proven promotional package and employee European tour plan. Maupintour can provide you with superior trans-atlantic aircraft operated by one of the world's oldest and most experienced scheduled international airlines. This is all available to you and your employees at very low costs. But, you must write now for details. Only a limited number of groups can be managed by Maupintour in 1960. A travel counselor will call upon you if you request.

Maupintour *Associates*

Clip, attach to your letterhead, and mail today for information on how to organize a tour to Europe in 1960.

Maupintour Associates
1236 Massachusetts Street, Lawrence, Kansas

Please send me, without obligation, the Maupintour information on how an Employee Holiday to Europe can be organized from my company for 1960.

name/title

firm name

address

city/zone/state

Number of employees?.....Is there a Travel Club?.....

Is there an Employee Recreational Club?.....

Is there a company close-down for vacation?.....

If so, what month?.....

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on what to do with these eligible males. Some suggestions have been to supply then with vitamin pills, give them an extra week's vacation when they return, or to alert the Navy in Honolulu!

We feel that our planned vacation trips have a vital role in our recreation program. We plan to continue them. Our people have already started to plan for their 1960 trips.

How to Plan Group Travel

GUS ALBERT, Recreation Director, Sperry Gyroscope Co., Great Neck, N. Y.

Although it is not a new idea, group travel has been featured by recreation directors these past few years as one of the outstanding programs among industrial recreation activities.

Let's go back for a minute to see how old group travel really is. Our forefathers, traveling in the covered wagon, were participating in group travel. This was not, of course, a recreation program, but many, in those same times, would gather as church groups, political groups or community groups and travel by horse and buggy to a farm or picnic area for a day's outing. This was largely for recreational purposes.

After that, many hay rides and sleigh rides were instituted—these were the days before modern transportation.

Then came the automobile and the bus. Many trips were planned by groups to places not visited before, although, because of the newness of the automobile and poor roads, distances traveled were limited.

As the automobile became more modern, every state and the whole country became new and exciting places for groups to visit. Many bus and railroad companies started planning sightseeing tours all over the country. This sort of travel was enjoyed by many different groups, such as church, school, clubs, lodges and some industrial groups.

When I came to Sperry, over 16 years ago, we formed an Employee Recreation Association. One of its many clubs was a travel group, now known as the Sperry Cosmopolitan Club. We organized weekend bus trips to New York City to see the sights. We still do this today.

Other trips went to Washington, to Dutch Pennsylvania, to Williamsburg; and by train, we went to Niagara Falls. During the vacation season, we planned trips to Yellowstone Park, Mexico, Florida, and so on.

About seven or eight years ago, the group started to talk about Europe. I contacted the scheduled airlines. Despite many talks with them, we were unable to meet their prices and furthermore, they did not have the equipment to charter to large groups during the height of the season, at reduced prices.

Each year the talk grew louder, until one day a salesman from an unscheduled line came in and offered us a plane at a charter price. Needless to say, we were happy, but now came the job of organizing a European flight.

Many things had to be learned before putting out any bulletins on such a trip. We decided just to talk it up among the group, asking that a $50 deposit be put down by each person who wanted to go. Within a week we had over 100 deposits and were calling the agent for more planes. He secured two more, and it looked like a fourth would be needed.

Now came the surprise. We knew nothing of rules and regulations. We thought all you had to do was hire a plane, then go places. Well, we were informed that the CAB had special rulings. Our agent explained these rules and supplied us with the regulations.

Our officers prepared the necessary forms for our employees to fill out, and this is how we operate. A card is prepared with such information as name, address, home phone, department, extension, mail station, flight number and a place for deposits. This card is filled out by our secretary.

After the deposit is made, a number of additional forms are issued to the employees to be filled out. One deals entirely with the CAB rulings, which tell who is eligible for overseas flights. Another explains how this trip is made available, and what to bring and what to wear, and how much a person can bring back. Another form is a release which states that this is an employee group activity and not company-sponsored.

An application for a passport and a medical card for vaccination is supplied. Other forms declare the passport number and request people to give two choices for plane seating. We feel by this means that we avoid a rush for seats at the airport, and this procedure has worked out fine.

After preliminary steps are taken, our flight leaders go to work with our officers and decide on what trips should be made. After decisions are reached, we contact the agent who will see whether our flights can be obtained. When we are assured of the flights, with the agent's help, we plan a brochure to be given to our employees. Through our company newspaper, we make known to all employees what flights are available and to whom.

Our secretary accepts deposits only at lunch hours. Several flight leaders may help throughout this time.

Sometimes forms are not ready when deposits are made, then it becomes necessary to mail them. Again our flight leaders are busy. Passenger lists are need, there are cancellations and many questions to answer. These matters usually are handled by the secretary.

All checks are made payable to the Sperry Cosmopolitan Club and deposited in a special account. All withdrawals are made by two signatures—the president and treasurer or assistant treasurer.

When all flights are pretty well on their way, we hold a meeting. At this meeting, we invite the airline's representative, the agent and the insurance man. All passengers are seated according to the flights they are taking. We number all flights, such as 1, 2, 3. Our secretary, treasurer and flight leaders are all placed at tables to the front of the room.

In the notice inviting all members of the flights, there is a reminder that all necessary papers and further deposits can be made at this meeting. At the opening of the meeting, the officers and flight leaders are introduced and the membership is then told that at the conclusion of the meeting they can make their deposits or turn in their papers to the flight leaders of their group. This prevents people from getting up throughout the meeting.

Mention is made of those in each flight, by way of introducing each flight separately. Then any necessary information is given. The airline men, the agent and the insurance man are then brought to the front and introduced to prevent a long, drawn-out meeting.

A question-and-answer period is announced, asking the members to address their questions to the party involved. This usually lasts from half to three-quarters of an hour. When the questions slow down, we ask that all other questions be withheld until after the meeting when each representative will be assigned an area where he can answer other questions.

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The meeting comes to a close and refreshments are served. In this way, passengers get to know each other, and many private discussions take place.

A last notice is sent to the members instructing them to appear at the airport at least two hours before flight time. Tickets and final instructions are given along with a form to be returned to their flight leaders telling just where each passenger can be reached. The flight leader distributes, aboard the plane, a number where he can be reached in the event of emergency.

The return is arranged whereby each passenger will call his flight leader 24 hours before flight time. At that time, the flight leader will be able to tell the passenger the exact time of departure.

For the past three summers, we have had three flights to Europe. Last year we also had 120 people board the Ocean Monarch for a 12-day cruise. This year we have a full plane for Hawaii, in addition to the cruise and three European flights. Many trips throughout the United States have been planned for our groups and we supply information relating to motels and hotels, as well as maps.

One of our plans for next year, which we are working on now, is a trip to Alaska. Another one is for a trailer caravan, but more work has to be done before we can give any details.

We feel that by helping our employees plan their trips, we not only are saving them money, but we also are creating good will and improving morale throughout the organization.

PANEL XIII

Industrial Golf Courses

CHAIRMAN: Rex McMorris, Executive Vice President
National Golf Foundation, Chicago, Ill.

Introduction

According to National Golf Foundation statistics, 1959 will see the top figure for golf courses in play in the U. S. (1930 records show 5,856) shattered.

Total courses in play by the end of 1959 will approximate 6,000. Population growth and continued increase in golf play will demand more and more golf course construction in the years ahead. A notable factor in the growth of golf play is the increasing number of schools and colleges throughout the nation that are adding golf to their physical education programs.

While there are presently more school and military golf courses in existence than industrial courses, industrial golf facilities are steadily increasing with about 100 industries now having their own courses for use of their employees. One of the first industries to have its own golf facility was Oneida Ltd, of Oneida, N. Y. which opened its first nine holes in 1896.

An excellent example of the growth of golf facilities within a single industry is the E. I. Dupont de Nemours & Co. Inc. of Wilmington, Del., which opened its first nine-hole sand greens facility in 1923. It now has 63 holes of industrial golf (three 18's and a 9) and an elaborate clubhouse all of which rank with the finest in the nation.

According to a Gallup poll conducted in January, 1959—8% of the adult population in the U. S. played golf at least once during 1958. This would indicate there were roughly eight million who frequented America's golf courses last year. However, based on golfers who each played from 12 to 18 rounds during the year, the Foundation believes the total golfers in the U. S. to be nearer four million.

Operation

CARL KLANDRUD, Recreation Director, Allis-Chalmers Mfg. Co., Milwaukee, Wis.

When Allis-Chalmers Mfg. Co. purchased an excellent private golf course about four years ago, a committee of four was named to establish rules of operation for the facility. This committee decided to charge a regular green fee each time an employee played, rather than a sizeable annual membership fee.

All employees desiring to use the course are required to purchase a player's card, cost: $1.00 for the employee plus 25¢ extra for each member of his family for whom player's permit card is also desired. They now have 3,500 card holders as follows: 2,100 employee cards 750 wives' cards; 650 other family member cards. There is no age limit on family memberships.

Current green fees are $1.00 for 18 holes; 65¢ for nine holes. Players may reserve a tee-off time by paying 25¢ extra per person. In order to give employees priority privileges, wives may tee off only until 3:00 p.m. Monday through Friday; after 12:00 noon on Saturdays and after 11:00 a.m. on Sundays and holidays. Children may tee off only until 2:00 p.m. Monday through Friday and after 2:00 p.m. on Saturdays, Sundays and holidays.

Employees may bring guest players for a maximum of five times. Guest green fees are $2.00 for 18 holes; $1.00 for nine. Guests are permitted to play only before 3:00 p.m. Monday through Friday; after 12:30 on Saturdays and after 11:00 a.m. on Sundays and holidays.

Group play is confined to Mondays through Fridays. Company retirees play gratis—we now have about 15. Also members of the clergy may play for free Monday through Friday until 2:00 p.m. Allis-Chalmers' operation is a combination of municipal and private club practices.

League Play

TOM KANARY, JR., Recreation Director, The Dow Chemical Co., Midland, Michigan

Success of industrial league play is largely dependent on good publicity, promotion throughout the plant, and the league officers elected.

While one to six men teams may prove popular, Dow Chemical finds two-man teams working the best. Dow Chemical now has 43 leagues, many of which are departmental, which play on two municipal courses and a country

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club. In order for employees to play matches on the local country club course, they must be members of the country club.

League players may play anytime during a seven day period, but each league must come up with a winner. Dow Chemical leagues use stroke play on a handicap basis, use USGA rules, frown on match play. Scheduling is most important—the number of weeks of play must be determined. Dow Chemical feels golf affords an excellent means for its employees to work and play together, hence enhancing their over-all morale.

Tournaments

M. FORREST BRIDGES, Athletic Director, Union Bag Athletic Assn., Savannah Georgia

Union Bag has had an industrial golf program since 1936. The course, located at Savannah, Ga., is open 12 months a year. Four tournaments are conducted annually for male employees as follows:

1. Club Handicap Tourney, February, Medal Play
2. Club Championship Tourney, May, Match Play
3. Club Team Tourney, August, Medal Play
4. Club Open Tourney, November, Medal Play

The first three tournaments listed above are open only to employees. Pro's and amateurs in the area may participate in the "Open" held annually in November. Players are assigned to five different flights as follows: Championship, 1, 2, 3 or 4, depending on their proficiency.

Employees pay $1.75 per month dues for the privilege of playing golf. Maintenance costs approximately $30,000 a year are borne by the industry.

Industrial Golf Pro

CLARENCE R. GILLAUGH, Recreation Director, National Cash Register Company, Dayton, Ohio

The golf professional plays a very important role in the success of an industrial golf program. Among the traits desired of a golf pro are:

1. He must be a good organizer.
2. He must have teaching ability; this, in addition to knowledge of the game, requires patience, tact and a pleasing personality.
3. He must have selling ability—must sell himself to the operating committee and employees and members of their families; be able to sell his wares (pro shop stock)—this requires carrying lines that employees can afford to buy.
4. He must select the right kind of assistants. His reputation as a player is probably of least importance.

The pro, then, at National Cash Register Co. must be a good all-round manager, responsible for golf instruction; hiring assistants, sales and other pro shop personnel; pro shop operation, including minor club repairs and club rentals; management of the driving range and putting green, and advisor to handicap and tournament committees and consultant to the greenkeeper; should play occasionally with members when time permits; should handle sales of clubs personally and be available to advise proper type of club best suited to individual's physical proportions, longer shaft for tall persons, etc.

At National Cash Register, the pro gives a series of group lessons at the beginning of each season. Cost is $5.00 for six lessons for each person—taught in groups of eight. Over 750 took advantage of these lessons the first year this plan went into effect five years ago. Since that time, not less than 235 have taken advantage of the instruction annually. Individual instruction is also offered by the pro at $2.00 for half an hour.

Annual compensation for pro's at industrial golf courses varies. In most cases he retains 100% of the fees received for golf lessons. In some cases he may receive all the profits of the pro shop or he may receive a basic annual salary (for example $3,000) plus 50% of the net profits of the pro shop. He must pay staff from proceeds of shop.

Some industrial courses employ pro's only on weekends; others only for the golf season, if golf is not played all year long. An ideal arrangement would be a pro, employed by the year, who would assume the golf duties during the golf playing season and assist the recreation director with other duties when golf is not being played.

Pro Tournaments

GENE BERCE, Recreation Director, Miller Brewing Co., Milwaukee, Wis.

Industries desiring PGA Tournament sanction similar to the $35,000 Miller Open Golf Tournament should contact the PGA first, with their proposed plans. The PGA will provide all details and requirements.

Matters to consider are:

1. Adequacy of course and facilities—This includes condition and length of course, properly designed for gallery movement, parking, clubhouse, locker room facilities, and availability of living accommodations.

2. Manpower requirements—Most important are marshals (135 each day), 150 caddies, miscellaneous runners and scorekeepers, etc., and security (Pinkerton Agency). Determine need and where they can be acquired.

3. Amount to Spend—Summer circuit requires $25,000 prize money and winter $20,000. First year expenses are highest with purchase of items that can be used in subsequent years. Additional major costs in advertising and promotion.

One of the most important committees is the Promotion and Publicity Committee. Ultimate success depends on well organized committees and how they handle the many details connected with a Tournament.

Summary

About 50 representatives of industry concerned with industrial golf operation attended the panel discussion. Among the pertinent comments made during the question and answer period were the following:

1. That a study be made on the operational costs of industrial golf courses (Rex McMorris stated such a study is in planning in cooperation with NIRA).

2. That a listing of all types of golf tournaments in use at various industrial courses would be helpful as an aid in giving a variety of play. (Golf for Industry, a 50-page planning guide published by the National Golf Foundation, cites many types of tourneys currently in use.)

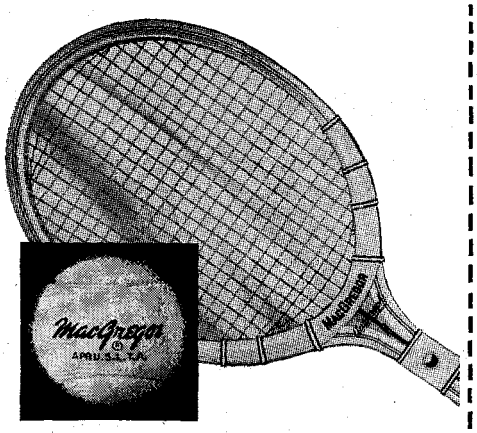
3. Some industries use only gift certificates, redeemable at their pro shops, for all golf awards except the one major annual tourney—in order that the trophy will be more highly appreciated.

4. One industry golf program has a policy of collecting 50¢ from each player participating in each league play. Such collections will amount to about $1,500 a season. Proceeds are used for the annual banquet and prizes for the winners.

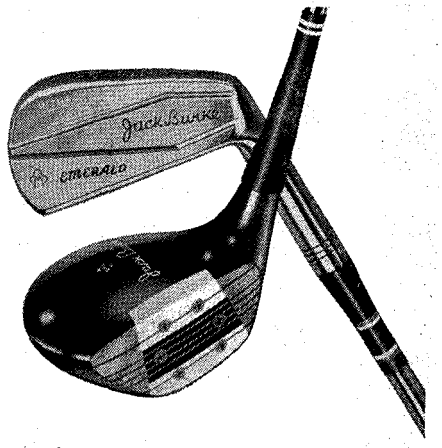
5. The question of whether industrial courses should be built with a minimum of "rough" in order to speed up play was posed.



"The Choice of Those Who Play The Game"

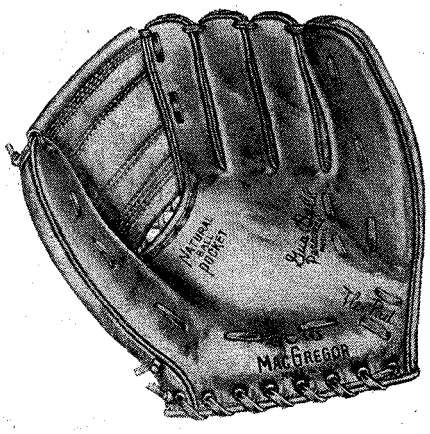


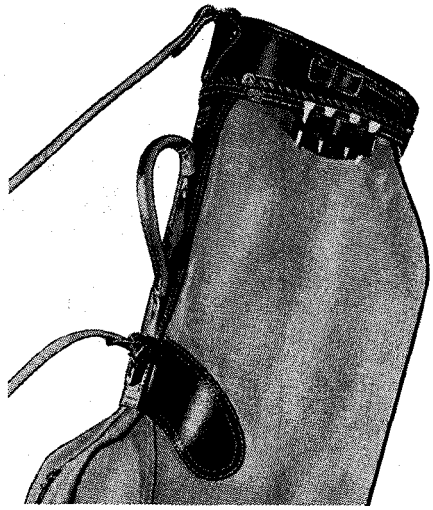






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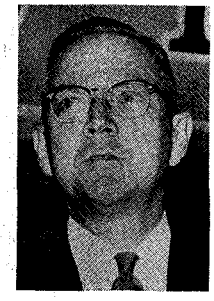
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KEY SPEAKERS

Industrial Recreation Comes of Age

ROBERT G. DUNLOP, President
Sun Oil Company



As one of your hosts during your stay in Philadelphia I naturally have been interested in learning something about what takes place at these annual conferences. Consequently, I made it a point to look through some of the conference proceedings from previous years. And in so doing I could not help being impressed by the wide range of challenging topics that were encompassed by the various panels and programs.

Equally impressive was the creative thinking and serious purpose evident in the remarks of the conference participants.

Such vigorous professionalism in your organization points up the fact that industrial recreation has, in many ways, come of age. No longer viewed as a somewhat questionable venture in employee relations, recreation is now firmly established on the basis of objective business judgment as an essential management function.

LOGIC BEHIND RECREATION

The logic behind this widespread acceptance of a dominant role for recreation in our industrial society is, I think, readily apparent. We recognize that employes are more than just units of productive capacity. They are social entities whose individual needs and interests go beyond that which can be satisfied by fair wages, shorter hours and good working conditions alone.

As human beings, they have human needs for recognition, self-expression and companionship. They have a need for creative diversion from a job that may be impersonal and monotonous. They want to feel that they are part of a team, to have a sense of belonging and to satisfy the competitive urge.

To work towards the satisfaction of these needs is in management's self-interest at the same time that it performs a social service. People are the most essential components of any business enterprise, and their productivity is directly related to their health, happiness and ability to work together in an atmosphere of cooperation and harmony.

Viewed in this light, industrial recreation is not a form of welfare work but, realistically, a profitable business investment bringing about both spiritual and material gains.

see DUNLOP, page 60

Achieving Professional Standing

ROBERT W. CRAWFORD, Recreation Commissioner
City of Philadelphia



The scope, value and importance of recreation in American life makes it necessary to have strong professional organizations to represent and speak for the professionals.

It is inconceivable for any profession to grow and develop and reach maturity unless it has strong organizations that bind the individual members together so that their views may be widely known to all people. The recreation field will not grow and develop unless we do have strong professional organizations.

I do not believe it is necessary to a profession that we have one common society to which every professional connected with the recreation field belongs.

The American Medical Association has many societies, the National Education Association has many affiliates such as the Department of Classroom Teachers, the Association of Secondary School Principals, the Association of School Administrators.

The National Welfare Assembly also has a variety of affiliates. In these organizations we see a general association that is committed to the advancement of the profession and yet, there are affiliated organizations that are concerned with their particular problems.

This could, no doubt, be accomplished in the recreation field. In addition to the National Industrial Recreation Association, we have many organizations with a basic concern for recreation.

DEVELOP BASIC CONCEPT

The various professional recreational organizations must develop a liaison or a relationship so that common problems can be discussed and a basic concept of the role of recreation in American life be developed.

Perhaps we should have an umbrella organization similar to the American Medical Association or the National Welfare Assembly which would permit the various professional groups to develop a closed relationship than now exists.

The question may arise "Why do we need professional standing in recreation?" The answer is simply this: To better serve the leisure needs of all Americans; to promote the recreation profession; to have the American people look with favor on recreation as an indispensable part of

see Crawford, page 58

Management Looks at Recreation

W. M. BENNETT, Ass't, Public Relations Director
Minnesota Mining & Mfg. Co.



The other day we received a letter from a college student at River Falls, Wis. She wanted to know what effect automation would have on employment and jobs, and she wound up with this question: "If people work shorter hours, what will they do with their time?"

All of us know, of course, that this question pinpoints a major reason why the field of employee activities has grown rapidly in the past decade and will continue to grow at an accelerated rate in the future. Our people are going to have an increasing amount of leisure time on their hands, and whether we wish it or not, leisure time activities will become more and more important.

You all have been kept informed by Don Neer, your excellent Executive Secretary, on the statistics relating to the growth of employee recreation.

In addition, such indicators as WALL STREET JOURNAL surveys have revealed the tremendous growth of this field. Expenditures of $400 million in 1948 have now increased to over $1 billion with well over 30,000 firms involved. It is obvious that you folks have been doing a real job of expanding the picture, and you are to be complimented on your efforts.

COME OUT OF THE STANDS

There's the story of the perfect baseball player who could play every position, never made an error, and always hit a homerun each time at bat. The trouble is he never put down his hot dog and came out of the stands. You folks may not hit a homer each time, but you have come out of the stands and are making significant progress.

The best way to look at this question on management's viewpoint on recreation is to take a sample situation, and I would like to refer briefly to our program at 3M Company.

Back in 1934, 275 employees out of a total employee count of 750 joined to form the 3M Club. They organized as a voluntary group for recreational and welfare activities. 3M management gave the go-ahead for this group and encouraged them with an offer of some financial support. This was quite a unique undertaking for northwest industry—one of the first organized recreation programs for employees.

From this limited beginning our 3M program has grown through the years from three to 55 activities. Today we have well over 6,000 members in the club out of 6,300 eligible employees, and that's a pretty good percentage in anyone's book.

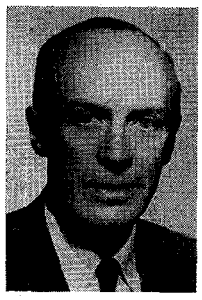
While we are proud of the growth record of our company in the economic sense, we are equally proud of the growth record of this activities program. Naturally, we have asked ourselves from time to time why this has happened, and certainly we can attribute a share of this growth to the professional leadership of our program.

Leadership requirements for recreation directors have

see BENNETT, page 58

Pattern For Success

JAMES Q. DUPONT, Public Relations Assistant
E. I. du Pont de Nemours & Co.



Success in modern business springs from simple rules which work the same for small as well as large enterprises. These same rules can be used as a guide to individual success.

Charted on the business compass pictured below, these rules have guided du Pont from a little one-man show in 1802 to our present size and nature.

Don't be deceived by their simplicity. They are simple: simple like the Ten Commandments. Let us take each point on this compass, starting at 1 o'clock and running around clockwise:

FAN: Fill A Need. Make a product or sell a service for which you are convinced there is a need.

JK-H: You must have Job Know-How to fill the needs in question and to do whatever work you are doing well.

MC, BC, OS²: Meet Competition and Beat Competition on the football field of business. Out-Sell and Out-Service the other fellow, the other company.

MIB, MIS: Make It Better, Make It Safer. Never be satisfied by your own best work. Research!

T & E, DW: Thrift and Economy. Don't Waste anything. Don't gild the lily. Save something, save everything!

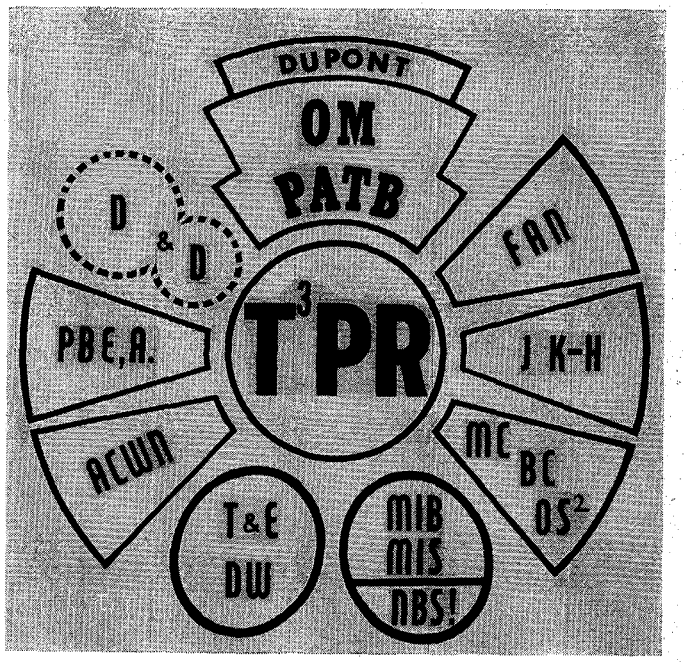
ACWN: Additional Capital When Needed. Act and behave so that you can borrow additional money when you need it.

PBE, H: Plow Back Earnings, Heavily. Save something for a rainy day. Retain a nest egg if you can.

D & D: Diversify, product-wise; Departmentalize, organization-wise. Put your eggs in more than one basket.

T³PR: Try To Treat People Right. Despite mistakes, it is important that others know that you try hard and everlastingly to treat people right.

OM, PATB: Keystone of the diagram. Owner Management has no substitute for building interest, incentive. Personal Attention To Business: be on the scene, in the game.



CRAWFORD, continued

community life; to secure the funds to provide programs, leadership and facilities that are necessary; to join with other professionals and develop standards that are worthy of this important profession.

How do we achieve professional standing and recognition? Every professional must be aware of what makes a professional. Every person in the recreation field must strive to develop the characteristics worthy of the profession. Every professional should so conduct himself that prestige and dignity will be reflected on the profession. All programs must be administered with effectiveness and efficiency.

Every professional must continually sell his product, especially with those who make policy, but there will be no general acceptance of our field unless there is implanted in the people we work with, and those we serve, an image of respect and admiration for our work.

HELP PEOPLE HELP THEMSELVES

We must have high standards toward those we serve and with whom we work. Our over-all motto should be, "Helping people to help themselves", thereby developing self-sufficiency. Above all, we must believe in what we are doing and its importance on the American scene.

These are a few ways in which we achieve professional standing and recognition.

In the recreational field we must develop professional standards. Whatever the problem is in recreation, in industry, municipal recreation, hospitals, or whatever the area, whenever the practitioners concerned with the problem accept the measurements, the practice, the solution of the problem, if it is used regularly by all the people concerned, then it becomes standard.

MUST HAVE STANDARDS

We desperately need standards in the recreation field, in nomenclature, areas, facilities, equipment, personnel, salaries, budgets, and in almost every area one can think of. We must have standards to have a profession. It has been said that a standard is a solution to a recurring problem.

I am sure that if your company was selecting a doctor, they would take a man who had met the medical professional standards and had completed the prescribed training necessary and had been certified and met the requirements for being a doctor.

I dare say that if some of the industries represented here today were hiring a recreation director tomorrow, a number would employ a person who has not met the requirements of professional leadership in the recreation field. Why? Because we have not sufficiently impressed upon those who make policy that this is a profession and that the recreator must have the necessary prescribed training and experience, just as a doctor must have training and experience to practice in the medical field.

PROFESSIONALISM

Professionalization of recreation will have to raise all standards of nomenclature, job classification, personnel training, code of ethics, research, classification and accreditation.

We must give these the attention they deserve. If we do not, there will not be the proper recognition of the recreation professional that is necessary and desirable.

BENNETT, continued

increased from a high school diploma to a college degree in a related recreation field.

Another answer, of course, is the ability to sell a program to your management. "What is its value?" is a question that is part of every business decision, and the employee activities program is no exception. As is true with any other decision, you have to constantly sell these values to your management, and generally you have to sell your individual activities one at a time until you have finally established their value and the desirability of basic support for your program.

STAND THE TEST OF TIME

If we are going to have a program that can be sold, it must be able to stand the test of time, and to do that it must represent some basic needs and values. Over a period of time you develop policies, also a philosophy on the values envolved. Let me list some of these values as we see them at 3M Company.

1. We feel a recreation program brings people from all levels of employment together in common interests. This brings an appreciation that the other fellow is also a human being. Also, we feel it brings about improved teamwork and easier communication between our people.

2. From a health standpoint, of course, medical people say we all need a balanced physical and mental life. Activities provide this balance and make for healthier employees. Industry must have alert people who are on the job if it is to maintain the high level of productivity necessary in world competition.

3. Again, we all recognize the human need to excel in something, and it can't always be on the promotion ladder even in a growing company like our own. Recreation provides participation in a wide range of activities, and everyone has an opportunity to be a competent performer in the field of his choice.

4. Industry is always in need of men who can assume more responsibility and likes young people who are looking for work. The complaint is sometimes heard that you are asked for experience, but how can you get it without working on the job. Our 3M Club program helps to develop administrative talent through the opportunity to head committees and organize specific programs. In large organizations this becomes important since it is not always possible to provide such opportunity on the job. We ask for budgets and reports, and we let the person's boss know when a good job is done. The club administrator offers guidance, but it is a "do-it-yourself" program.

5. Finally, we feel that our program has strength because it is run by representatives chosen by the employees themselves. As long as general company policy in terms of people and the community is followed, our club operates as an antonomous unit and gains the basic strength of the members determining their own program.

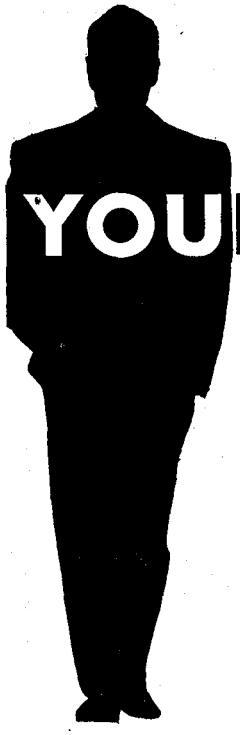
To the material ends which industry provides are now being added the means of satisfying many other wants which are a part of everyone. Thus we believe industry should look at the whole man, and any penalty of the age of specialization can be supplemented with the strength of interests and personal accomplishment through a sound activities program.

In the last few years, we have sought to give our program even more depth by bringing more of our activities into the

see BENNETT, page 60

nvest

n YOURSELF



KNOW-HOW

Meet and talk with industrial recreation directors from all parts of the nation, men with problems and viewpoints similar to yours. Together you have a vast pool of know-how unobtainable elsewhere.

IDEAS

Key speeches by recreation leaders, demonstrations of sports and activities plus exhibits of new products and services present a wealth of ideas that will make your program more appealing, and you more successful.

INFORMATION

Panel sessions on specialized areas of industrial recreation management provide detailed information so essential in planning successful programs and in finding solutions to your particular management problems.

make plans to attend

19th annual NIRA Conference and Exhibit

Your best investment is YOU. Just as industry invests heavily in research for ideas and information, you too follow similar procedures to do a good job better.

In industrial recreation, the first step in improving your technical knowledge and abilities is to attend the 19th annual Conference and Exhibit of the National Industrial Recreation Association.

To be held May 22-25, 1960 at the Sheraton-Cadillac Hotel in Detroit, Mich., it's the only national conference and exhibit devoted to industrial recreation. Plan to be there.

BENNETT, continued

family category. This we feel is a trend which will grow since the family has much to do with a man's happiness on the job.

We like to think that our recreation program has grown because of an attitude on the part of our management (most of whom have been a part of this program at one time) to look at the whole picture. The paycheck is pretty important, and despite the statement by one gentleman that money may not be everything but he'd like to know what's in second place, we know that it does not offer all the answers to basic needs for a happy and satisfying life.

We believe that a well rounded activities program can do much to fill the cup of happiness through the opportunity for expression of individual talents and skills. In fact, our management has backed this belief in concrete terms this spring with the acquisition of a 310 acre tract with which our 3M Club can move forward to a greater future.

This is not a new idea, of course, but I am sure that as progressive firms move in this direction, there will be a continual broadening of this great field under the able and professional direction of you men and women of the NIRA.

The preservation of human freedom and opportunity for individual development is the challenge in our world today. It is the challenge of the future. The best way to preserve it is to demonstrate to the rest of the world that it works in recreation as well as government.

Under your direction I am sure that those common interests which hold our people together will far surpass any economic differences with which our enemies would seek to pull us apart.

DUNLOP, continued

It is interesting that while we recognize recreation programs in industry as being beneficial there is considerable vagueness at pin-pointing just what these benefits are. Perhaps this is so because it is difficult to measure quantitatively the effects of a recreation program upon its participants in terms of on-the-job behavior.

As you are aware, there seem to be few research studies on this subject. Those studies with which I have had contact do not give conclusive evidence on the relationship between employee participation in recreation programs and such indices as absenteeism rates, productivity and job stability.

Nevertheless, there are several broad areas in which I think we safely can outline some of the benefits to be expected from industrial recreation.

From the point-of-view of employee-management relations, particularly as it involves those elusive factors that we speak of as morale and esprit de corps, recreation serves to cut across the reserve and formality of daily business life.

Recreational activities do not follow a company organization chart. They bring together management and labor on an equal basis to play together, compete together and share the same rewards from team effort. No communications media can create the same degree of harmonious understanding as do these face-to-face contacts.

In the informal atmosphere of off-the-job activities, employees have an opportunity to continue to expand upon the contacts they make during working hours. Through the exploration of common interests they get to meet other employees with whom they normally would not be in contact during the working day. Such interrelationships go a long way toward knitting a corporate organization into a cohesive, personalized group.

Through its support of recreational activities, management demonstrates its concern for the welfare of its employees. It strengthens its image in the community as a good place to work, particularly if, as most companies do, it also contributes towards the community's recreation program.

In the final assessment, what is gained from a recreational program will depend on how extensive that program is, how capably it is conducted, and how closely it is directed at the needs of the persons involved. This latter point is, in my opinion, of particular importance. A recreational program, to be successful, must be tailored to local conditions, to the needs, interests and abilities of the employees immediately concerned.

It is not surprising, then, that the most successful industrial recreation programs are those that have been organized, and subsequently administered, by the employees themselves.

In such cases, management's position has been to assume a passive role and to stand by to provide financial assistance, advice and guidance as requested. Recreation, as with other forms of personal enjoyment, loses its spontaneous quality when it is forced upon people or unduly restricted by excess controls.

To try and spell out in abstraction all the factors that make for a good recreation program is a risky undertaking. There are some aspects, of course, that have a broad validity.

We recognize the value of capable leadership, of good internal communications, of adequate facilities. But for a really meaningful appraisal we must speak in terms of specific instances. For that reason I think you will be interested if I discuss for a moment how recreation functions at Sun Oil Company and what it is that we feel makes our program worthwhile.

Employee recreation, speaking in terms of an organized program, has been a part of our Marcus Hook Refinery longer than I have been associated with the Company. Our program actually started in 1930 when a group of employees, on their own initiative, formed the Marcus Hook Athletic Association as a single organization through which they could centralize the various activities which were being conducted separately at that time.

PROGRAMS DEVELOP DIFFERENTLY

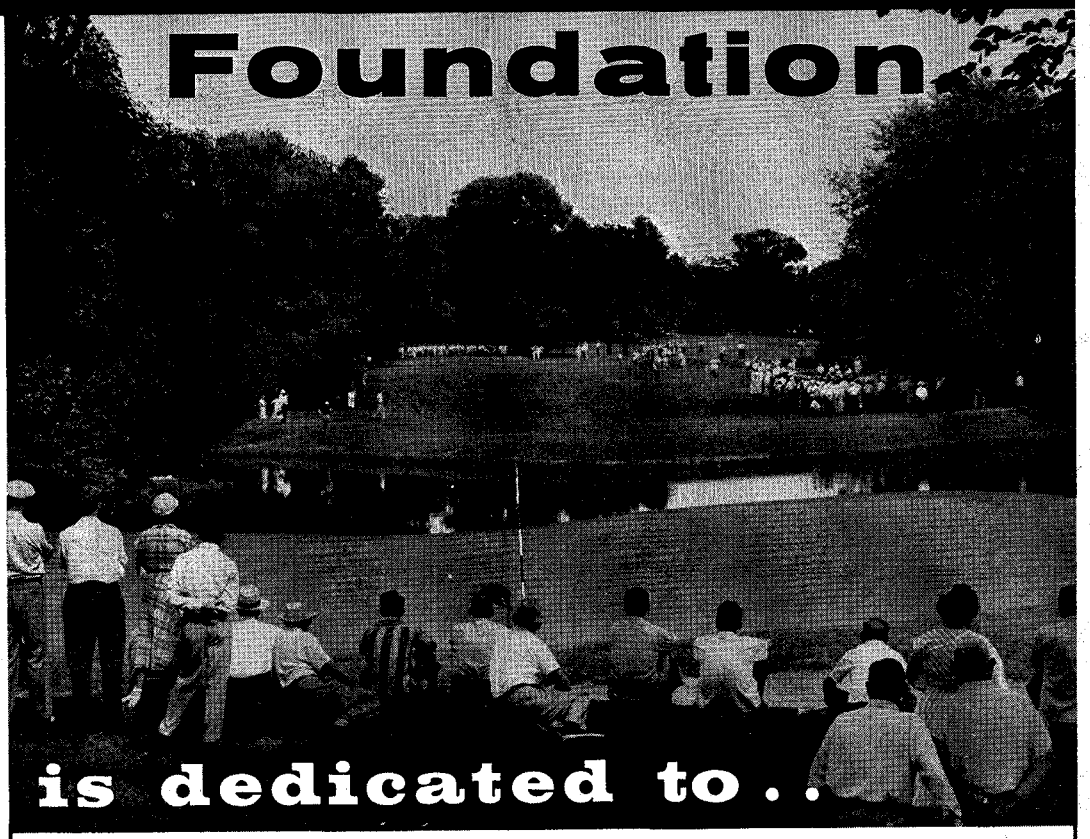
I might note here that we also have a recreation program at our Toledo Refinery which dates back to 1933. I think it significant that while both of these programs were initiated under similar circumstances they have developed distinctly different personalities in keeping with the needs and interests of the employees at the two locations.

Recreation programs also function at our Sarnia, Ontario, Refinery, at the Philadelphia General Offices, and in our marketing and production areas. However, I will talk primarily about the Marcus Hook program, as I feel this will be of the greatest interest to you, particularly since you have had an opportunity to tour the A.A. grounds today.

At Sun Oil we do not think of our recreational activities as Company benefits in the way that term generally is used. Rather, they are the outgrowth of affairs that have sprung up spontaneously in the past and have continued and

see Dunlop, page 62

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Roseman Mower Corp.
Rye Golf Shop
Ernie Sabayrac, Inc.
George Sayers
O. M. Scott & Sons Co.
Kenneth Smith
Ted Smith
A. G. Spalding & Bros. Inc.
Sports Apparel, Inc.
Sportsman's Golf Corp.
Standard Mfg. Co.
Frank Strassa
Taylor Brothers
Stan Thompson Golf Club Co.
Triangle Conduit & Cable Co.
True Temper Corp.
Ralph Tyler
Union Hardware Co.
United States Rubber Company
Urban Land Institute
Wilson Sporting Goods Company
Lester Young

grown bigger because we have enjoyed doing such things together.

This is in keeping with our philosophy that recreational activities should be employee-desired, employee-initiated and, in large part, employee-supported. What management does for the employees in a recreation program is not, in the long run, as important as what it does with the employees.

The swimming pool you saw this afternoon is an example of how such an attitude can be put into actual practice. Very early in its development, the members of the Athletic Association had felt the need for a swimming pool.

EMPLOYEE-BUILT POOL

Having already built a baseball field on land furnished by the Company, and with its financial assistance, the employees suggested a similar venture utilizing the cellar excavation to an old house. Management agreed to furnish the materials if the employees would do the work. This they did, building a cement pool complete with diving boards and a chlorination system.

So successful was the project that the pool has been enlarged several times since.

Similar projects have taken place over the years as the A.A. has grown. While management has gradually assumed a larger and larger part of the burden in constructing new facilities, there has been no change in the prerequisite that the employees must first of all show a clear interest in the activity concerned and be willing to participate in its advancement in one way or another.

Close to 4,000 employees belong to the A.A. today. Dues are five dollars annually. With the exception of the financial and recording secretaries, who are Company appointees serving on a part-time basis, the A.A.'s officers are elected to their non-renumerative posts in annual balloting.

The A.A. president fills his position on a part-time basis. A full-time recreation specialist provides professional guidance and helps to coordinate the A.A. program with overall management considerations. I am sure that you all are familiar with Bill Ziegenfus, our recreation director, who is a vice president and director of your Association.

For purposes of proportionate representation, the A.A. membership elects directors from various locations within the Refinery and at certain nearby Company installations, including our Philadelphia offices. These directors serve the important function of translating the membership's wishes into those activities which constitute the A.A. program.

SUFFICIENT INTEREST

When there is sufficient interest to warrant A.A. sponsorship of an event or activity, the directors and officers appoint a committee and chairman to oversee the details and then stand by in an advisory capacity while the members of the committee take over the actual task of running the show. This arrangement also is followed by the employee recreation association at our Toledo Refinery.

Obviously, under such a system the A.A. program has proven to be highly sensitive to its members' wishes. An interesting example of this can be seen in the fact that our employees, on their own volition, have dropped strenuous varsity sports such as baseball, lacrosse and football.

Rather than flashy, varsity teams, we are primarily concerned with the establishment of a broad base of recreational opportunities that will best serve all of our people. Similar thinking was behind our decision two years ago to discard the annual picnic for Marcus Hook employees and their families. This event had grown in size to such an extent that it had ceased to serve its original purpose of providing members of management with an opportunity to meet with employees and their families.

In its place the Company proposed to the employees the formation of a free Summer Day Camp for their children. The idea was received favorably and in actual execution over the past two summers has proven to be a highly satisfying undertaking.

Some 2,000 children between six and 14 years of age take part in five two-week camp periods held in June, July and August. The Day Camp has all the features of a regular summer camp except overnight lodging.

At a family campfire closing each two-week session the parents of the children in that group have an opportunity to see their youngsters receive awards in recognition of their achievements.

We feel that the Day Camp does more than just replace an activity which had lost its significance. It provides a positive approach towards rounding out family participation in our recreation program, bringing children together, as well as parents, for fun and instruction, and the lasting rewards of personal achievement.

CARRIES INTO THE COMMUNITY

That our recreational program also carries over into community-oriented activities is not accidental. We share with our employees a common interest in making the community a better place in which to live and work. Thus we support a four-team Little League and a Babe Ruth League of similar size, providing for both playing fields, uniforms, equipment and personnel to serve as officers, managers and coaches. These two baseball leagues, as you no doubt are aware, are organized along geographic lines and team positions are open to any youngster within the age range covered, which is 8 to 15.

We encourage our employees to serve in these leagues because we feel that they provide a valuable opportunity to assist in developing a youngster's character at an early age.

In the same fashion, our employees are active in Scouting activities. The Company sponsors 17 Brownie and Girl Scout troops and 7 Cub Packs and Boy Scout troops in nearby communities. Here our employees are receiving training as well as training others.

These Company-sponsored activities are not intended to supplant the A. A. program but rather supplement it in those areas where it is advisable or necessary to do so. The A.A. program as developed and conducted by its members offers what I consider to be an extraordinarily rich and well-balanced slate of recreational opportunities.

Among its highlights, I might mention the Mercury Gun Club, which has its own grounds, club house, skeet and trap area, all under the lights for night shooting. These facilities were developed by the members themselves, using Company-supplied materials.

Moreover, they conscientiously meet each week for a work night at which the grass and shrubbery are trimmed and the shooting area cleaned.

We are equally proud of our A.A. chorus of some 45 voices, which has appeared at numerous affairs in nearby

see Dunlop, page 70

1959 Tournament Round-up

In a big year for employee athletic competition, R/M salutes the champions of national and regional industrial tournaments

NATIONAL INDUSTRIAL BOWLING TOURNAMENT

March 21-22, St. Joseph, Mich.

Team Standings

NINE GAME SERIES

Auto Specialties Manufacturing Co. #1, St. Joseph, Mich.	8696
Firestone Tire & Rubber Co., Akron, Ohio	8579
B. F. Goodrich Company, Akron, Ohio	8511
Ford Motor Co., Eng. & Foundry, Dearborn, Mich.	8429
Eaton Manufacturing Co., Axle Division, Cleveland, Ohio	8391

Individual Standings

NINE GAME SERIES

George Jelinek, Eaton Manufacturing, Cleveland, Ohio	1868
John Joseph, B. F. Goodrich Company, Akron, Ohio	1862
Vic Palitto, Firestone Tire & Rubber Co., Akron, Ohio	1854

THREE GAME SERIES

Bob Morrill, The Budd Company, Gary, Ind.	708
Robert Mowery, Goodyear Tire & Rubber Co., Akron, Ohio	703
George Jelinek, Eaton Manufacturing Co., Cleveland, Ohio	695

SINGLE GAME

Bob Morrill, The Budd Company, Gary, Ind.	289
Jim Shively, Columbia Southern, Barberton, Ohio	278
Irv Mellenthin, Whirlpool Corp., LaPorte, Ind.	265

NRA-NIRA POSTAL SHOOTING MATCHES

Rifle Match Results

TEAM WINNERS	Score
Zeppelin Rifle Club #1, Goodyear Tire & Rubber, Akron, Ohio	770
Ford Motor Company #1, Lincoln Park, Mich.	748
Minnesota Mining & Mfg. Co. #1, Wilernie, Minn.	747
Barber Colman Assn., Rifle & Pistol Club, Rockford, Ill.	735

INDIVIDUAL WINNERS

Joseph Broderick, Goodyear Tire & Rubber Co., Akron Ohio	197
W. E. Summers, Goodyear Tire & Rubber Co., Akron, Ohio	195
T. Y. Wu, Ford Motor Company, Ann Arbor, Mich.	195
Jean Linton, Goodyear Tire & Rubber Co., Akron, Ohio	194

Pistol Match Results

TEAM WINNERS

Douglas Aircraft Long Beach Pistol #1, Calif.	706
Delco Pistol Team, Delco Appliance Div., Rochester, N. Y.	683

INDIVIDUAL WINNERS

Henry Biggs, Douglas Aircraft, Inc., Long Beach, Calif.	190
Henry Woltman, Minnesota Mining & Mfg., St. Paul, Minn.	184
George Rice, Guide Lamp Div. of GMC, Anderson, Ind.	183
Norman Goelzer, Ford Motor Company, Dearborn, Michigan	181
Monrad Thorson, Ford Motor Company, Dearborn, Michigan	180

ARMCO INDUSTRIAL TRAPSHOOT

Sept. 6, Middletown Sportsmans Club, Middletown, Ohio

TEAM STANDINGS	Targets Broken
Armco Steel Corporation #1, Middletown, Ohio	235
The Westerner Club, Western Cartridge Co., East Alton, Ill.	234
National Cash Register #1, Dayton, Ohio*	233
Frigidaire Division #1, Dayton, Ohio	233
Aeroproducts Operations #2, Dayton, Ohio	232
Union Carbide Chemical Company, South Charlestown, W. Va.	231
Champion Paper & Fibre Company #1, Hamilton, Ohio	231

*won shoot-off for third place

INDIVIDUAL STANDINGS	Targets Broken
James Cain, Champion Paper & Fibre Co., Hamilton, Ohio	99 x 100
George Wagner, National Cash Register, Dayton, Ohio	98 x 100
Warren Gansmann, Western Catridge Co., East Alton, Ill.	97 x 100
Delmar Schlindler, Delco Products Div., Dayton, Ohio	95 x 100
Jack Sinking, Cincinnati Milling Machine, Cincinnati, Ohio	73 x 75

NIRA FISH-A-RAMA

Postal Division

BASS	
George E. Griffith, Chemstrand Corp., Pensacola, Fla.	8 lb., 9 oz.
Stan Wright, Dominoin Foundries & Steel, Hamilton, Ont.	5 lb., 9 oz.
NORTHERN PIKE	
William Ehnert, Abbott Laboratories, North Chicago, Ill.	24 lb., 9 oz.
BLUE GILL	
Don Bender, Whirlpool Corp., St. Joseph, Mich.	1 lb., 12 oz.
CRAPPIE	
Henry Koehnen, Theo. Hamm Brewing Co., St. Paul, Minn.	2 lb., 4 oz.
SALT WATER	
Jack Hill, Telemeter Magnetics, Los Angeles, Calif.—Marlin	102 lb.
Frank Spires, Chemstrand Corp. Pensacola, Fla.—Tarpon	52 lb.
WOMEN'S CHAMPION	
Dorothy Browere, R. R. Donnelley & Sons, Chicago, Ill.—Marlin	100 lbs.

National Finals

Oct. 9-10, Kentucky Lake, Tenn.

	Total Points
Louis Blaising, Tokheim Corp., Fort Wayne, Ind.	380.2
W. G. Schneider, International Shoe Co., Paducah, Ky.*	370.4
Marcus Warner, Corning Glass, Danville, Ky.	366.0
Frank Spires, Chemstrand Corp., Pensacola, Fla.	364.2
John Lindgren, Seeburg Corp., Chicago, Ill.	352.2
John Forkert, Tokheim Corp., Fort Wayne, Ind.	347.5
Don Bender, Whirlpool Corp., St. Joseph, Mich.	291.8
Clarence Smith, Tokheim Corp., Fort Wayne, Ind.	284.5
Earl Stewart, Chemstrand Corp., Pensacola, Fla.	241.7
Ben Cleveland, Aro Inc., Tullahoma, Tenn.	225.3

*won casting contest

MIDWEST INDUSTRIAL GOLF CHAMPIONSHIP

Aug. 15-16, LaFayette, Ind.

Team Standings

DIVISION A	
Wright-Patterson Air Force Base #1, Dayton, Ohio	313-306—619
The Goodyear Tire & Rubber Co., Akron, Ohio	315-307—622
Bendix Aviation Corporation, South Bend, Ind.	313-311—624
DIVISION B	
Owens-Illinois, Alton, Ill.	316-321—637
Inland Manufacturing Co. #1, Dayton, Ohio	332-326—658
Ampco Metal, Inc., Milwaukee, Wis.	341-321—662
DIVISION C	
Philco Corporation #1, Sandusky, Ohio	333-315—648
Minneapolis-Honeywell #2, Minneapolis, Minn.	342-331—673
Allis-Chalmers Mfg. Co., Norwood, Ohio	340-335—675

Individual Standings

DIVISION A	
Tom Shafer, Bendix Aviation Corp., South Bend, Ind.	72-74—146
Joe Golob, Thompson Ramo Wooldridge, Cincinnati, Ohio	73-76—149
Remo Grovetti, Abbott Laboratories, North Chicago, Ill.	74-75—149
George Caskey, Wright-Patterson AFB #1, Dayton, Ohio	75-74—149
Hugh Quinn, Champion Paper & Fibre, Hamilton, Ohio	73-76—149
Charles Smith, National Homes #1, LaFayette, Ind.	75-74—149
Donald Mosher, Minneapolis-Honeywell, Minneapolis, Minn.	73-76—149
DIVISION B	
Charles Anthony, Minneapolis-Honeywell, Minneapolis, Minn.	75-76—151
Harold Harmony, Inland Manufacturing #1, Dayton, Ohio	75-77—152
Frank Stephanczuk, Wyman-Gordon Co., Chicago, Ill.	76-77—153
Alex Lambie, Owens-Illinois, Alton, Ill.	80-75—155
Bill Zitta, Whirlpool Corp, St. Joseph, Mich.	74-82—156
DIVISION C	
Mike Manuella, Philco Corp. #1, Sandusky, Ohio	76-75—151
Albert Morrell, Allis-Chalmers Mfg. Co., Norwood, Ohio	80-78—158
Wilson Kastor, Philco Corp. #1, Sandusky, Ohio	80-82—162
Tex McLarn, The Goss Co., Chicago, Ill.	80-83—163
Ray Tollefsbol, Minneapolis-Honeywell, Minneapolis, Minn.	80-84—164

see TOURNAMENTS, page 70

National Industrial Recreation Association

BYLAWS

ARTICLE I—NAME

Section 1—Name: This Corporation shall be known as the National Industrial Recreation Association. It shall be a non-stock, non-profit corporation.

Section 2—Offices: The principal offices of the Association shall be in such locations as may be determined by the Board of Directors from time to time.

Section 3—Insignia: The Association shall have such official insignia as the Board of Directors may determine.

ARTICLE II—PURPOSE

Section 1—Aims and Objectives: The aims and objectives of the Association shall be to further the development of employee recreation as a benefit to the community, to industrial and commercial firms and to their employees; and as a means of improving relations between management and employees and between the employees themselves.

In order to effectuate these purposes, the Association shall serve as a clearing house for the dissemination of information and ideas on employee recreation; shall assist its members in the solution of their specific recreational problems; and shall perform such other services as may be required to bring about better understanding and acceptance of employee recreation.

ARTICLE III—MEMBERSHIP

Section 1—Classification of Membership: Membership in this Association shall be divided into seven (7) classifications, as follows:

Class A—Company memberships shall be available to those industrial and commercial firms and corporations or the employee recreation associations thereof, who are interested in the development and maintenance of employee recreation facilities and programs.

Class B—Individual memberships shall be available to individuals interested in Association activities and objectives who are not connected with an industrial or commercial firm or corporation or an employee organization.

Class C—Associate memberships shall be available to industrial and commercial firms and corporations and to trade associations or other organizations interested in the growth of employee recreation or in contributing funds for the development of specific projects or phases of employee recreation programs.

Class D—Affiliate memberships shall be available to other associations or organizations whose purposes are consistent with or related to those of this Association. These may include local amusement parks, sporting goods dealers, bowling establishments, etc.

Class E—Honorary memberships may be conferred upon persons rendering outstanding contributions to the industrial recreation movement, or related fields.

Class F—Student memberships shall be available to students majoring or minoring in the field of employee recreation at a college or university where such training is offered, and where a student chapter of the National Industrial Recreation Association has been established.

Class G—Industrial Recreation Council affiliation memberships are open to cities who have organized councils or associations comprised of business and industry in a given area.

All applications for membership shall be subject to the approval of the Executive Committee.

Section 2—Membership Fees: Annual membership fees in the Association shall become due and payable on acceptance of a membership and thereafter on the first day of the calendar month following the anniversary of the original acceptance of the membership according to the following schedule:

Class A—Company Memberships:	
Companies with less than 1,000 employees	$ 25.00
Companies with from 1,001 to 5,000 employees	50.00
Companies with from 5,001 to 10,000 employees	75.00
Companies with over 10,000 employees	100.00
Class B—Individual Memberships	15.00
Class C—Associate Memberships (In addition to this fee, Associate Members may with the approval of the Executive Committee, contribute grants-in-aid to the Association for development of specific projects or phases of employee recreation programs).	250.00
Class D—Affiliate Memberships	100.00
Class E—Honorary Memberships	No fee.
Class F—Student Memberships	1.00
Class G—Industrial Recreation Council Affiliation	15.00

Section 3—Rights and Privileges of Membership: All members of the Association in good standing shall be eligible to all rights and privileges of membership as established by the Bylaws and, from time to time, by the Board of Directors, except that:

(a) Company members shall have the sole right to vote on affairs of the Association through their duly designated and accredited representatives at the rate of one vote per membership.

(b) Duly authorized officers or executives representing Company members shall have the sole right to hold an elective office or directorship of the Association. This right shall automatically terminate 60 days after an officer or director ceases to be in the employ of the company he represents, unless within 60 days he again becomes the representative of a Company member.

(c) Non-voting branch and/or division firms are not eligible to vote or hold office.

(d) Not more than two members of the Board of Directors shall be from the same member company or its subsidiaries.

(e) If the designated company representative is unable to attend the annual meeting, it is the member company's duty to notify the executive secretary *in writing* 24 hours prior to the annual meeting, and the individual voting in his stead must be *employed* by the member company for which he is voting.

Section 4—Delinquency and Termination of Membership: Any member failing to pay annual dues within ninety (90) days after due date shall be considered delinquent and dropped from membership in the Association. Memberships terminated by reason of delinquency may be restored within the ensuing year upon payment of one year's dues from the beginning of the delinquent period, upon the approval of the Executive Committee.

ARTICLE IV—OFFICERS

Section 1—Officers: The officers of this Association shall be President, four (4) Vice-Presidents, a Treasurer, Director of Research and Education and an Executive Secretary.

(a) The President and four Vice-Presidents shall be elected from the Board of Directors by the Members in good standing as hereinafter provided.

(b) The Treasurer shall be appointed by the President, with the approval of the Board of Directors, following the annual election of officers.

(c) The Executive Secretary shall be appointed by the Executive

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ADIRONDACK

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...Craftsmanship...

...and Performance



ADIRONDACK
THE BAT WITH THE MOST ON THE BALL

ADIRONDACK BATS INC.
Northern White Ash
ADIRONDACK
302
DOLGEVILLE, NEW YORK
MADE IN U.S.A.

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Committee, with the approval of the Board of Directors, and shall hold office until his resignation or removal by the Board of Directors.

(d) The Director of Research and Education shall be appointed by the President, with the approval of the Board of Directors, following the annual election of officers.

Section 2—Duties of Officers Generally: The duties and powers of the officers of the Association shall be such as are by general usage indicated by the title of the respective offices except as may be otherwise specified by these Bylaws or prescribed by the Board of Directors.

(a) President: The President shall act as presiding officer of the Executive Committee, Board of Directors and general meetings of the Association. He shall perform such other duties as are by general usage indicated by the title and specified or prescribed by these Bylaws or the Board of Directors.

(b) Vice Presidents: Each Vice-President shall be placed in full charge of a specific phase of the general program of the Association, with the approval of the Board of Directors, and shall perform such other duties as may be prescribed.

(c) Treasurer: The Treasurer shall have general supervision over all funds and assets of the Association and shall cause to be kept full and accurate records of all receipts and disbursements. He shall render to the Board of Directors, at periodic intervals, an account of the financial condition of the Association and shall prepare and submit for approval of the Board of Directors the budget of the Association. The Treasurer shall also perform such other functions as the Board of Directors may direct from time to time.

(d) Executive Secretary: The Executive Secretary shall, with the advice and counsel of the President, Executive Committee and Board of Directors, be in charge of the operation of the Association's executive offices and shall be responsible for and empowered to conduct details of Association operations according to policies and regulations established by the Board of Directors. He shall be a member, ex-officio, of the Board of Directors, Executive Committee and all other committees and maintain full records and minutes thereof. He shall give notice of all meetings of members or Directors when and as herein provided and shall perform such other duties as may be prescribed by the Board of Directors from time to time. The Executive Secretary shall be bonded to an amount established by the Board of Directors. The Executive Secretary shall be required to report to the Board of Directors annually as to the progress of the Association since the last annual meeting.

(e) Director of Research and Education: The Director of Research and Education shall, with the advice and counsel of the President, the Executive Committee and the Board of Directors, be in charge of all research projects and educational activities of the Association and shall perform such duties as may be prescribed by the Board of Directors from time to time.

Section 3—Vacancies in Office: If the office of President or any other elective office of the Association become vacant by death, resignation, disability or otherwise, the Executive Committee shall nominate one or more persons for the unexpired term for which the vacancy exists. Names of such nominees shall be submitted by referendum to the Board of Directors of the Association and all votes must be cast within the period specified in the notice of the referendum vote. No nominee shall be declared elected to the vacancy unless he shall receive a majority of the votes cast by Directors of the Association. In the interim period the office of President shall be filled by the immediate Past-President.

Section 4—Term of Office: All elected officers of the Association shall serve for a period of two years or until their successors are duly qualified and elected. The Treasurer and Director of Research shall serve for one year or until a successor has been appointed. The President of the Association is eligible for re-election as president five years after the date of his previous election to the office of president.

ARTICLE V—DIRECTORS

Section 1—Number of Directors: The control of this Association shall be vested in a Board of Directors which shall consist of sixteen (16) members of the Association in good standing, the Treasurer, the immediate Past-President, and the duly appointed Director of Research and Education.

Section 2—Duties and Powers of Directors: It shall be the duty of the Board of Directors to control and direct the affairs of the Association and its property. It shall have the power to perform such other functions as are generally indicated by its name and do all lawful acts and things as are not, by these Bylaws, directed to be exercised by the members.

Section 3—Vacancies on the Board of Directors: If, for any reason whatsoever, a Directorship of the Association becomes vacant, the Executive Committee shall nominate one or more persons for the unexpired term for which the vacancy exists and submit such nominations to the Board of Directors for referendum vote. No nominee shall be declared elected to the vacancy unless he shall receive a majority of the qualified votes cast within a period specified in the notice of such vote.

Section 4—Term of Office: The elective directors of the Association shall serve for a period of two years or until their successors are duly qualified and elected, eight directors (one from each of the following eight geographic regions) to be elected at each annual meeting.

Section 5—Eight Geographic Regions: For voting purposes the eight geographic regions of the United States, Canada, Saudi Arabia and Mexico, are as follows: (See map on page 4.)

Region One (East): The States of Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island, New York, New Jersey and Saudi Arabia.

Region Two (Mid-East): The States of Pennsylvania, Maryland, Delaware, Ohio, Kentucky, Virginia, West Virginia and District of Columbia.

Region Three (Midwest): The States of Michigan, Indiana and Illinois.

Region Four (South): The States of Tennessee, North Carolina, South Carolina, Mississippi, Alabama, Georgia and Florida.

Region Five (Northwest): The States of Wisconsin, Minnesota, Iowa, North Dakota, South Dakota, Nebraska, Montana, Wyoming, Washington, Idaho, Oregon and Alaska.

Region Six (Southwest): The States of Kansas, Missouri, Oklahoma, Arkansas, Texas, Louisiana and Mexico.

Region Seven (West): The States of California, Nevada, Utah, Arizona, Colorado, New Mexico and the Territory of Hawaii.

Region Eight (Dominion of Canada): The Provinces of Alberta, British Columbia, Manitoba, New Brunswick, Nova Scotia, Ontario, Prince Edward Island, Quebec, Newfoundland and Saskatchewan.

ARTICLE VI—MEETINGS

Section 1—Annual Meeting: The time and place of the annual meeting of the Association shall be determined by the Board of Directors or, at their direction, by the Executive Committee.

Section 2—Special Membership Meetings: Special meetings of the membership may be called by the President with the approval of the Board of Directors, by the Board of Directors, or by any elected officer of the Association at the written request of not less than forty (40) per cent of the members in good standing.

Section 3—Directors' Meetings: The Board of Directors shall meet on dates to be determined by it, upon call of the President, or by any elected officer of the Association at the written request of not less than forty (40) per cent of the qualified Directors.

Section 4—Notice of Meetings: Notice of all meetings of the Association or its Board of Directors must be issued by the Executive Secretary not later than thirty (30) days in advance thereof. If such be a special meeting, said notice must be accompanied by a statement of the purpose of such meeting and no other business shall be considered other than that specifically stated.

Section 5—Quorum: A quorum for any duly called regular or special meeting of the Association shall be twenty (20) per cent of the members in good standing. A quorum for any regular or special meeting of the Board of Directors shall be a majority of the qualified Directors. A simple majority of the accredited votes cast at any regular or special meeting of the membership or Board of Directors shall be necessary for the approval of any questions except as otherwise provided in these Bylaws.

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ARTICLE VII—COMMITTEES

Section 1—Executive Committee: There shall be an Executive Committee composed of the President, the Vice-Presidents, the Treasurer, the immediate Past-President and the Executive Secretary, the latter ex-officio. The Executive Committee shall meet on dates to be determined by it, upon the call of the President or by a majority of its number. During intervals between meetings of the Board of Directors the Executive Committee shall advise with and aid the individual officers of the Association and shall generally perform such duties and exercise such powers as may be delegated by the Board of Directors. A quorum for any meeting of the Executive Committee shall be a majority of that committee.

Section 2—Advisory Committee: The President shall appoint an advisory committee of not less than three individuals from the past-presidents who shall be available for such duties as he may assign.

Section 3—Nominating Committee: The President shall appoint the Chairman of the Nominating Committee not less than ninety (90) days preceeding the annual meeting of the Association. The chairman shall choose his own committee, of not less than five (5) members, from among the members in good standing giving due consideration to the geographical distribution of the membership. The committee should also represent a true cross-section of the membership as far as is possible. The Nominating Committee shall solicit suggestions from the membership and present a suggested slate of officers to be voted upon at the annual meeting. (This is done by the most recently elected regional director who polls his region and reports the results to the chairman.)

Section 4—Resolutions Committee: A Resolutions Committee shall be appointed by the President at such time and in such manner as he may determine except that the Chairman shall be named with the approval of the Executive Committee.

Section 5—Other Committees: The President shall have the power to appoint such other special or standing committees as may be deemed necessary to the best interests of the Association except as may be otherwise provided by these Bylaws.

ARTICLE VIII—ELECTIONS

Section 1—Recommendations: Sixty (60) days prior to the annual meeting the Executive Secretary shall issue, to all members in good standing, announcement of the appointment of the Chairman of the Nominating Committee, and invite written recommendations for all elective offices and directorships of the Association which shall become vacant at the forthcoming annual meeting. Such written recommendations, to be considered by the Nominating Committee, must be received in the Executive Offices of the Association not later than ten (10) days prior to the annual meeting.

Section 2—Number of Nominees: The Nominating Committee shall nominate not less than one candidate for each elective office and directorship of the Association. Immediately following the report of the Nominating Committee, in the order specified herein, additional nominations for the Board may be made from the floor by voting members located in the same region as the person they nominate. All present elected Board members and incoming directors, except the president, are eligible to run for the presidency. No person shall be nominated for any office or directorship without that person's consent.

Section 3—Order of Nomination and Election: The order of nomination and election shall be as follows:

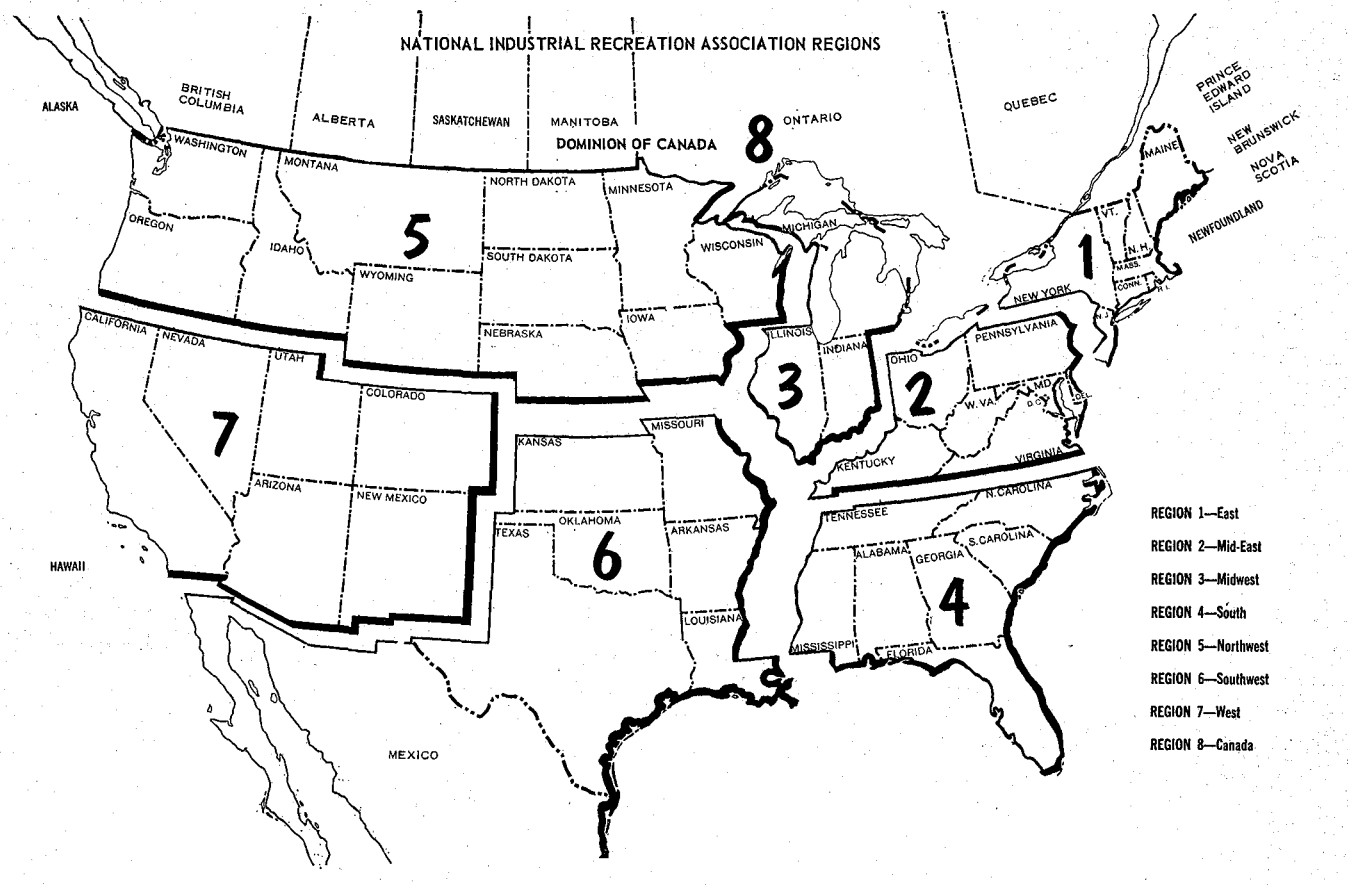
(a) Eight (8) Directors
(b) President
(c) Four (4) Vice-Presidents

Section 4—Voting: Voting shall be by written ballot except where the number of candidates does not exceed the number of vacancies. The candidate receiving the highest number of votes for the office of President shall be declared elected. Th candidate for Director in each of the Eight Regions receiving the highest number of votes shall be declared elected. If the number of candidates for Vice-Presidents exceeds four (4), then the four receiving the highest number of votes shall be declared elected.

ARTICLE IX—AMENDMENTS

Section 1—Amendment by Meetings: These Bylaws may be amended at any meeting of the Association upon the affirmative vote of two-thirds of the accredited members present and entitled to vote provided that a copy of the proposed amendment for consideration at such meeting shall have been mailed, together with notice of the time and place of said meeting, to every member in good standing not less than twenty-one (21) days prior thereto.

Section 2—Amendments by Referendum: These Bylaws may also be amended by referendum upon the affirmative vote of two-thirds of the members voting, provided that the form, content and dates of such referendum shall have been approved by a two-thirds majority of the Board of Directors, and provided that a copy of the proposed amendment shall have been mailed to each member in good standing not less than twenty-one (21) days prior to the deadline for such vote.



RM YEARLY INDEX

VOLUME II, 1959

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Awards: Milwaukee Sports Night—Jan., 16

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- Basketball's Dixie Tournament Classic—May, 37
- Eleven Years is Too Long—May, 14
- Kids Basketball—Oct., 8
- Textile Tournament—Mar., 30

Beat the Boss—Nov., 16
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- Outboard Sales Climb—Nov., 15

Bowling:
- AUSCO takes Bowling Crown—May, 10
- Bowl 'em Over with Special Events—Oct., 13
- Bowlers Make a Profit—Feb., 10
- Bowling Etiquette—Aug., 8
- Bowling Is Cool Fun—May, 32
- Bowling Invades Belgium—Oct., 18
- Bowling Survey—Apr., 10
- Bowling Tourney—Mar., 10
- Can You Top This—Oct., 17
- Company-wide Roll-Off—Oct., 15
- Electronics Go to Work for the League Secretary—Aug., 8
- How to Choose a Bowling Center—Aug., 6
- League Rules—Aug., 9
- Looking for Bowling Films—Mar., 31
- Pinsetters Look for New Jobs—Feb., 19
- Promote Bowling Contest—Nov., 15
- Something for the Girls—Sept., 24
- Who's What in Bowling—Oct., 14

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C

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- Trans-Atlantic Field Trip—Mar., 22

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Christmas:
- Christmas All Year—Feb., 10
- Happy Holiday—Feb., 10
- Peoples Gas Club Christmas Carollers—Feb., 20
- Time to Plan A Happy Holiday—Sept., 8

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Clay Turkeys Can Lay Golden Eggs—Sept., 12
Coffee Break, Break the—Mar., 30
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Compensation: When are Recreation Injuries Compensable—Oct., 6
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- Conference Highlights—May, 22
- Historic Philadelphia—May, 25
- Leslie Named President—July, 10
- Official Conference Program—May, insert
- Philadelphia Space Race—Jan., 22
- Tips on Visiting Exhibits—May, 34
- 18th Annual Conference & Exhibit—July, 6
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D-E

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- Dog Training, Most Common Mistakes In—Jan., 10

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Edmund, New Post For—Nov., 15
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F

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- Future Factory: A Campus—Jan., 6
- How to Choose A Bowling Center—Aug., 6
- Keraland, W. Va.—June, 14
- Mainliners' Problem—May, 15
- Multi-Purpose Golf Course—Dec., 16
- New GLERC Facilities—Aug., 16
- New Light On Getting Extra Mileage From Your Tennis Courts—Aug., 11
- New Trends in Facilities—Dec., 16
- Ten Outstanding Examples of Recreation Facilities—Mar., 28
- What's New?—Apr., 18
- You Can Build An Indoor Range—Jan., 12

Fiberglas, Hot Time at—Apr., 16
Firestone Office Women's Outing—Aug., 20
Fishing:
- Announce Postal Contest Winners—Nov., 11
- Crown 1959 NIRA Fishing Champ—Dec., 14
- Do-It-Yourself Worms—May, 33
- Entry Rules Mailed to Members—July, 18
- Fishermen Prosper—Sept., 24
- Fish Freeze—Mar., 26
- How to Stage Fishing Events—June, 6
- Last Call for NIRA Fish-A-Rama Entries—Sept., 22
- NIRA Fish-A-Rama—June, 13
- National Spear Fishing Champions—Feb., 20
- Rod & Gun Contests—Feb., 17

Fitting Golf Clubs—Mar., 8
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G

GEEAA Recreation Park—Feb., 12
GLERC, New Facilities—Aug., 16
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GO—A Substitute for Chess?—Aug., 15
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- Beat the Boss—Nov., 16
- Beat the Champ—Apr., 16
- Fitting Golf Clubs—Mar., 8
- Gift to Good Golf—Nov., 15
- Golf Etiquette—Apr., 12
- It's Not Golf, If You Don't Play by the Rules—Apr., 12
- Keep 'Em Swinging—May, 8
- Maverick's Golf For Kaiser—Sept., 16
- Mid-West Golf Tourney—July, 17
- Mid-West Industrial Golf Championship, Final Results— Oct., 17
- More Blue Collar Golfers—Aug., 17
- New Industry Golf Courses—Sept., 16
- Two Birds With One Ball—Aug., 19

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H-I-J

Handicraft:
  Serve Handicrafts At Lunchtime—Oct., 10
  Wear Your Hobby—Sept., 20
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  Helms Award to Lockheed—July, 11
  Helms Award to Top NIRA Company—Apr., 8
  These Judges Will Select Helms Winner—May, 30
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Horsemanship, Good—Apr., 6
How to Choose A Bowling Center—Aug., 6
Indoor Range, You Can Build An—Jan., 12
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Industry's Best Friend—Jan., 9
Jaycee Sports Report—Feb., 10
Jewelry: Wear Your Hobby—Sept., 20
Job Functions: Man of Many Hats—Jan., 16

K-L-M

Keep 'Em Swinging—May, 18
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Leslie named NIRA President—July, 10
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  Industrial Roundtable—May, 41
  New Group (NIBC)—Aug., 16

N

NIBL: Eleven Years Is Too Long—May, 14
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  Congratulations, President Croft—May, 19
  Fish-A-Rama, See Fishing
  Helms Award, See Helms
  Leslie Named President—July, 10
  NIRA-NRA Shooting Contest, See Shooting
  Past Presidents—May, 20
  Plan '62 NIRA Conference—Nov., 16
  Ready for the '60's—Dec., 17
  Record Breaking Workshops—Apr., 8
  State Chairmen—May, 26
  Travel Council—Mar., 14
  Welcome New Members—Feb., 22; Aug., 22
  18th Annual Conference, See Conference & Exhibit

O-P

Outing, Office Women's—Aug., 20
Overseas Plants, Recreation For—Dec., 8
Parsons, Herb, Dies—Sept., 16
Participation, Sports, All Ages—Aug., 19
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Prichard, William T.—Sept., 26
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R

Recreation:
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  For Overseas Plants—Dec., 8
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Retirees Live It Up—Oct., 17
Roller Skaters Roll On—June, 17
Roller Skaters Throw A Party, Celanese—Feb., 20
Rules, Bowling League—Aug., 9

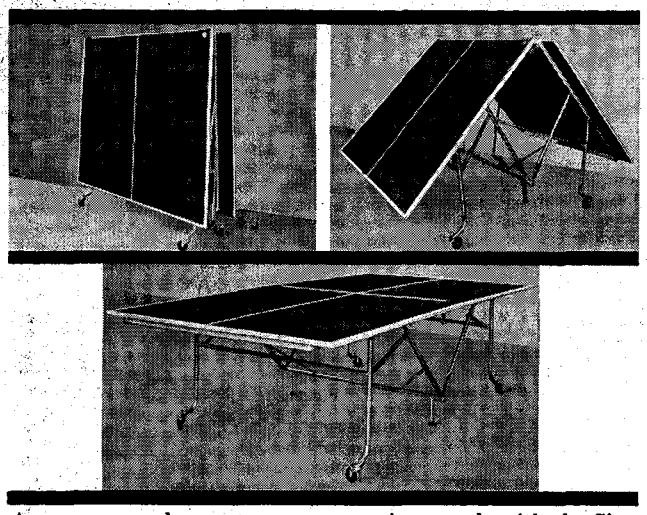
S

Sales Soar, Sports—June, 18
San Diego, Big Year In—May, 16
Scott, Art, Leaves A Living Memorial—Apr., 4
Serve Handicrafts At Lunchtime—Oct., 10
Shooting:
  Armco Trap Shoot—July, 17
  Armco Wins Trapshoot—Nov., 16
  Bumper Game Crop—Oct., 17
  Clay Turkeys Can Lay Golden Eggs—Sept., 12
  Enter NRA-NIRA Postal Shooting Contest—Jan., 14
  Firing Deadline Nears—Apr., 20
  Handicapping by Average, Not Distance—July, 15
  Import Rifles Hit—Sept., 24
  Herb Parsons Dies—Sept., 16
  Postal Shooting Contest Entry Forms Mailed to Members—Mar., 21
  Rod & Gun Contests—Feb., 17
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  You Can Build An Indoor Range—Jan., 12
  Zeps, Douglas Top Marksmen—July, 12
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  Hitters,' Comeback—May, 28
  Hitters' Comeback Delayed—June, 18
  Industry Again Sweeps Softball Championships—Nov., 15
  Industry Softball Reign Meets Test—Aug., 17
  Tournament Dates—Apr., 9
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T-V

Tax: Many Happy Returns—Apr., 16
Tennis Courts, New Light on Getting Extra Mileage From—Aug., 11
Ten Outstanding Examples of Recreation Facilities—Mar., 28
Textile Tournament—Mar., 30
Time To Plan A Happy Holiday—Sept., 8
Tips On Visiting Exhibits—May, 34
Top Management Speaks:
  Gaylord Donnelley, Pres., R. R. Donnelley & Sons Co.—Jan., 4
  G. M. Read, Ch. Eng., E. I. du Pont de Nemours & Co.—Feb., 4
  James F. Oates, Jr., Pres. & Chm., of Bd., Equitable Life Assurance Society of the United States—May, 6
  J. E. Gulick, V.P., Mfg., The B. F. Goodrich Co.—Mar., 6
  W. C. Figge, Pres., Theo. Hamm Brewing Co.—Nov., 4
  Cyril Chappellet, Sr. V.P., Lockheed Aircraft Corp—Sept., 6
  Norman R. Klug, Pres., Miller Brewing Company—July, 4
  H. P. Buetow, Pres., Minnesota Mining & Mfg. Co.—Oct., 4
  Robt. G. Dunlop, Pres., Sun Oil Co.—Aug., 4
  J. D. Wright, Board Chm., Thompson Ramo Wooldridge, Inc.—June, 4
  Raymond C. Firestone, Pres., Firestone Tire & Rubber—Dec., 6
Tournament Roundup, 1959—Dec., 63
Toy Collecting—Sept., 8
Trans-Atlantic Field Trip—Mar., 22
Trap or Skeet—Nov., 12
Travel:
  CAB Explains Reasons For Charter Rules—Mar., 12
  Define New CAB Rules—Sept., 14
  Flight Plan For Employee Travel Clubs—Nov., 8
  Newcomer To Top Ten—May, 36
  NIRA Travel Council—Mar., 14
  Spending Spree—Dec., 16
  Tailored Tours—Aug., 19
  Travel Tips—Feb., 16
  3 Unique Travel Club Aids—Apr., 14
Tree Trimming—Sept., 8
Vending:
  Vending Cafeterias Double—June, 18
  Vending: How Much, What Kind—Nov., 6
  Vendors Seek New Fields—Oct., 18
Wear Your Hobby—Sept., 20
Wilson Personnel Changes—Aug., 19
Workmen's Compensation: When Are Recreation Injuries Compensable?—Oct., 6
Workshops:
  AVCO Holds NIRA Workshop—Nov., 18
  Record Breaking Workshops—Apr., 8
  Start Year With Five Workshops—Feb., 22
  Third AMA Workshop—May, 16
Who's What in Recreation—Mar., 24
Youth Fitness:
  National Week—May, 16
  Program Aid—June, 18
  Wheaties Awards Ideas—Feb., 20

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TOURNAMENTS, continued from page 63

NATIONAL INDUSTRIAL BASKETBALL LEAGUE

FINAL STANDINGS	W.	L.	PCT.	GB
Denver D-C Truckers	21	9	.700	—
Wichita Vickers	19	11	.633	2
Bartlesville Phillips 66ers	15	15	.500	6
Akron Goodyear Wingfoots	13	17	.433	8
Peoria Caterpillar Cats	12	18	.400	9
Seattle Buchan Bakers	10	20	.333	11

WORLD SOFTBALL CHAMPIONSHIPS

Men's Fast Pitch

Sept. 21-26, Clearwater, Fla.

WINNER: Aurora Sealmasters, Stephens-Adamson Manufacturing Co., Aurora, Ill.
RUNNERUP: Clearwater Bombers, Clearwater, Fla.

Women's Fast Pitch

Sept. 4-11, Stratford, Conn.

WINNER: Raybestos Brakettes, Raybestos-Manhattan Div., Stratford, Conn.
RUNNERUP: Erv Lind Florists, Portland, Ore.

Slow Pitch, Industrial Division

Sept. 5-7, Cleveland, Ohio

WINNER: Turbine Jets, General Electric, Cincinnati, Ohio
RUNNERUP: Proctor & Gamble, Cincinnati, Ohio

SOUTHERN TEXTILE BASKETBALL TOURNAMENT

March 11-14, Greenville, S. C.

Men's Open Division

WINNER: Piedmont Mfg. Co., Div. of J. P. Stevens & Co., Piedmont, S. C.
RUNNERUP: Monaghan Plant, J. P. Stevens & Co., Greenville, S. C.

Class B Boys Division

WINNER: Piedmont Mfg. Co., Div. of J. P. Stevens & Co., Piedmont, S. C.
RUNNERUP: Greer Plant, J. P. Stevens & Co., Greer, S. C.

Class C Boys Division

WINNER: Monaghan Plant, J. P. Stevens & Co., Greenville, S. C.
RUNNERUP: Woodside Mills, Liberty Div., Liberty, S. C.

Girls Division

WINNER: Utica Mohawk, Seneca, S. C.
RUNNERUP: Slater Manufacturing Co., Slater, S. C.

continued from page 62

communities and earned an enviable reputation for itself. This group, incidentally, rehearses on its own time and is under the leadership of a professional choral director.

The backbone of the A.A. program is, understandably, the wide range of physical activities in which the members have shown an interest. Included are basketball, softball, volleyball, golf, tennis, darts, shuffleboard and horseshoes.

By far the most important employee participation activity at Sun Oil Company is bowling, which functions on a Company-sponsored basis through all departments of the Company. More than 4,100 employees bowl on 677 teams, and the rivalry is intense.

At the Marcus Hook Refinery alone we have 48 men's teams and 8 women's teams. So contagious is the bowling fever, at Toledo there is a unique bowling league composed entirely of the wives of Sun Oil employees.

The cost of such a large-scale bowling program is not small. In fact, it is quite considerable. Nevertheless, we feel that its place in the budget is well justified. More than any other activity, bowling enables our employees to get to know each other better and share in the rewards of competitive, team effort.

If I have gone into more detail regarding our recreation program than perhaps was warranted, I hope that you will accept it as evidence of my pride and interest in this area of our corporate life.

I do not suggest that our way is the best or only way. Rather, I have tried to show in application some of the factors that we feel have made Sun Oil's experience with recreation as rewarding as it has been so far.

In the future we may follow a different approach. Recreation programs cannot be static. They must constantly be re-examined in the light of overall employee relations and the basic needs of men and women if they are to justify their place in industry.

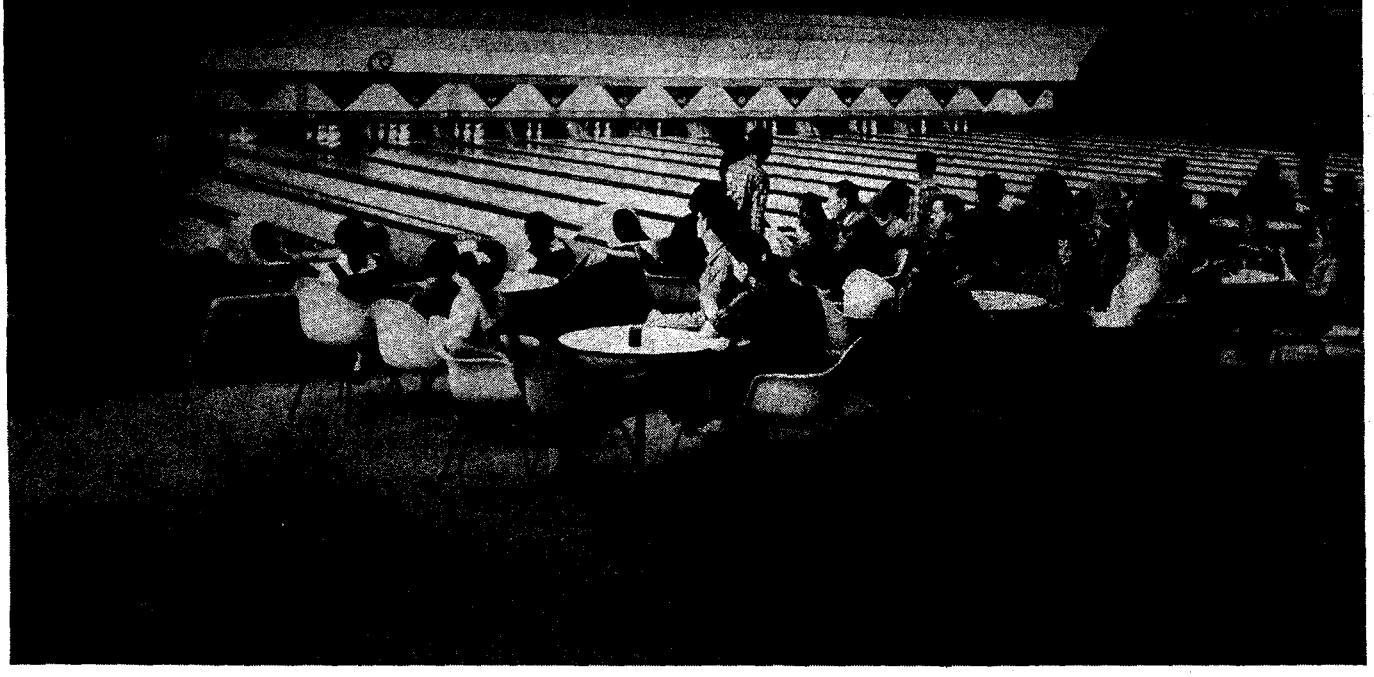
That changes will take place is, I firmly believe, a certainty. In our age, we are participants in a revolution that already has begun to alter the content of time and the pace and values of daily living. It is characterized by new quantities of free time, energies not expended on the job, and disposable income above the minimum necessities of living.

Such a situation cannot help but focus stronger attention upon corporate policies aimed at providing recreational opportunities for employees. It can be argued, of course, that many people will not need anyone to help them spend their leisure time. For some individuals this no doubt will be true. But the majority of us will be in need of professional guidance.

Leisure per se is of no value. It is a vacuum, an undeveloped resource. To be of beneficial character it must be guided into positive activities that will help us to grow as human beings, to develop our spiritual and physical skills, to better fulfill our job, family and community responsibilities.

The challenge then is whether we will use leisure or, will leisure use us. It is a challenge directed particularly at you who are skilled at providing professional leadership in the development of the whole man. If you apply yourselves with the same dedication and sense of responsibility that you have shown in the past, I am confident the challenge will be well met.

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John Ricksen

John Ricksen
Preident